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P.P.

PRINTER & PUBLISHER

JANUARY, 1915

IN THIS ISSUE

For Printers

A New Basis For Selling Printing

For Publishers

Co-operating With the Calendar During 1915

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TORONTO - MONTREAL - WINNIPEG

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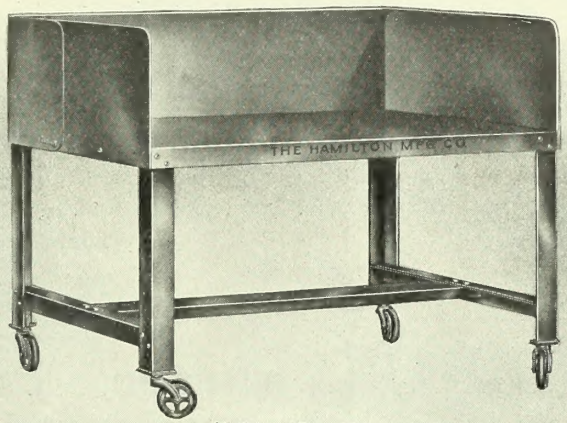


Table No. 785—36x72 in. with rubber tired casters and side boards No. 785A. Price complete, $46.00.

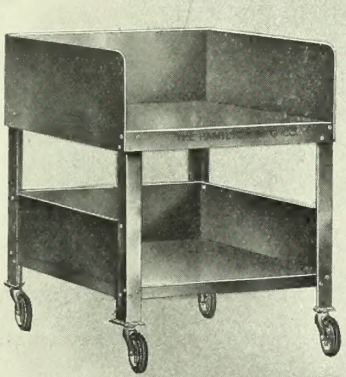


Table No. 790—30x30 in. with rubber tired casters, side boards No. 790A and tray No. 790B. Price complete, $29.60.

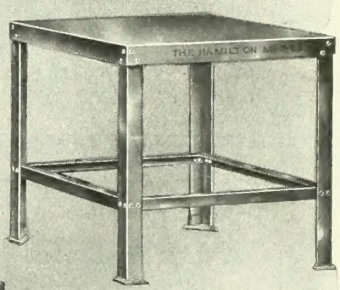


Table No. 790—30 x 30 in. Price, $10.00.

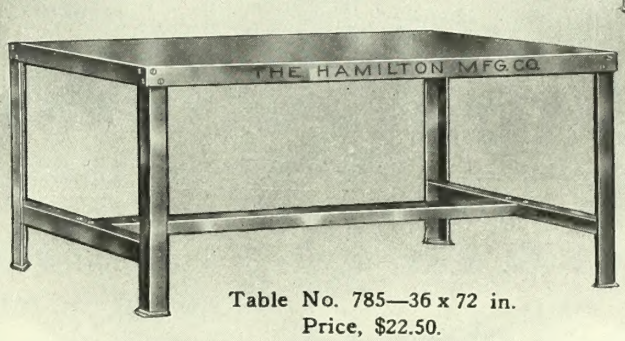


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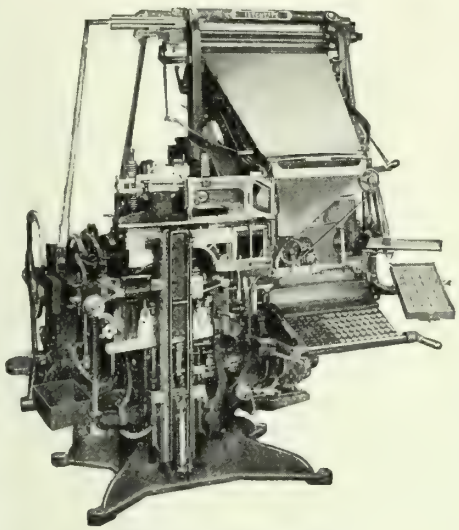
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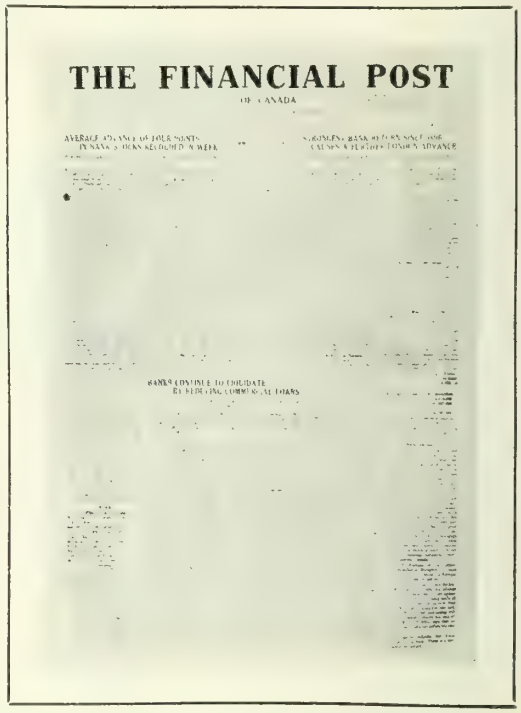
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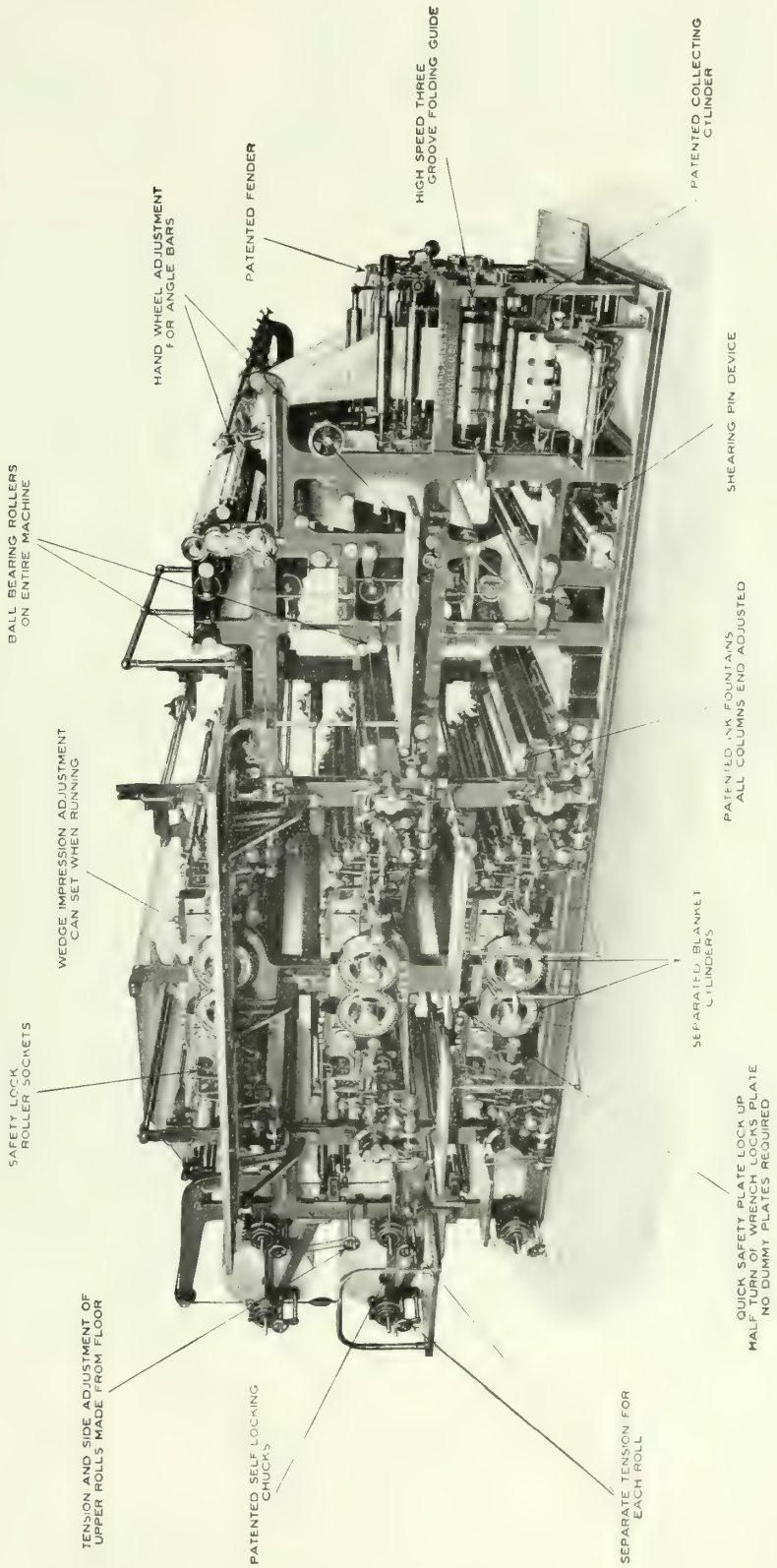
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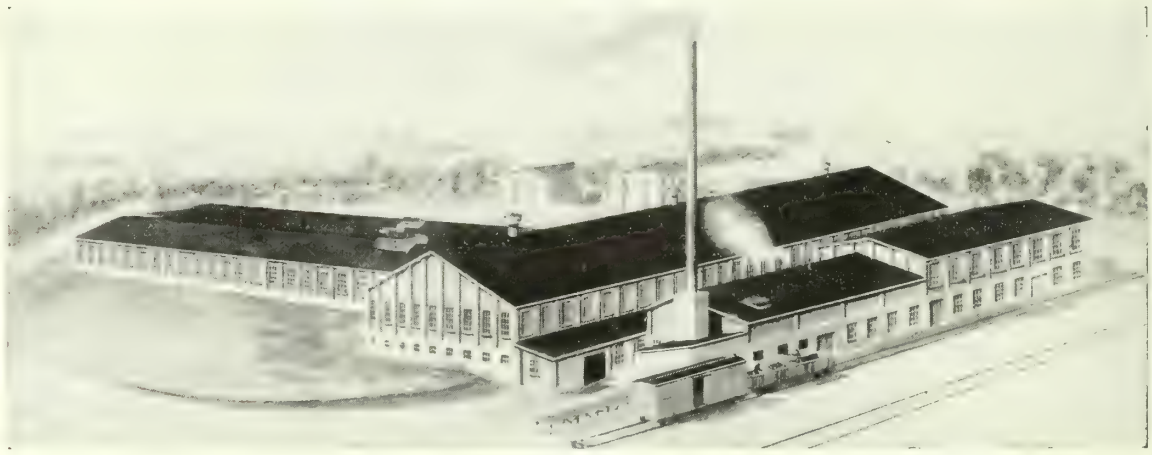
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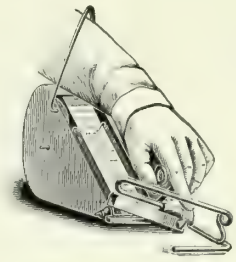
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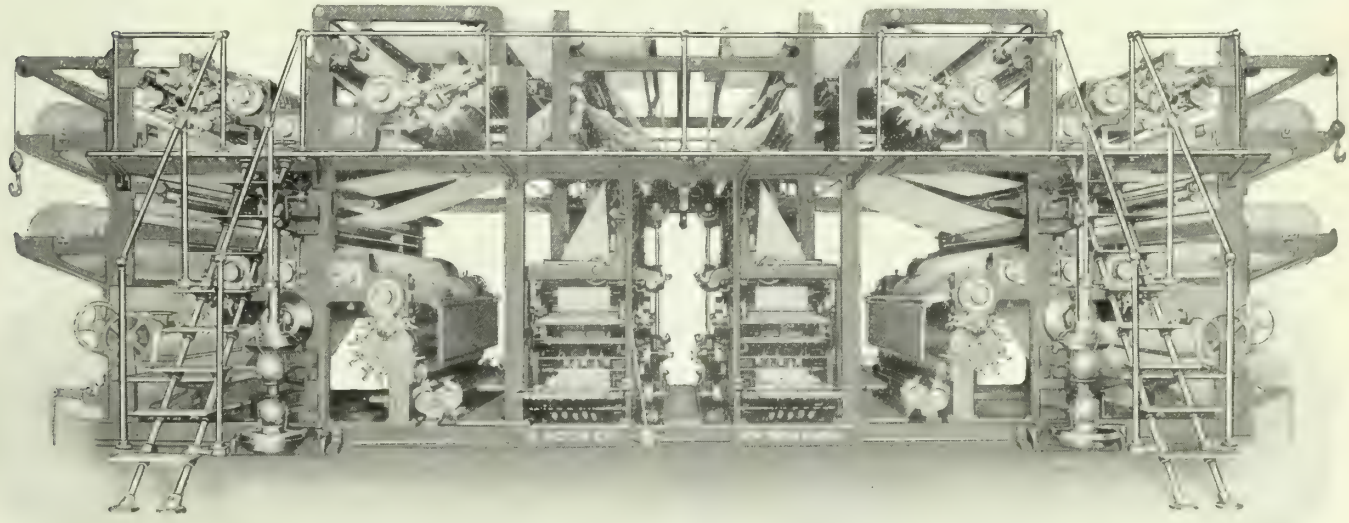
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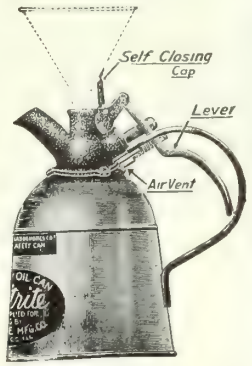
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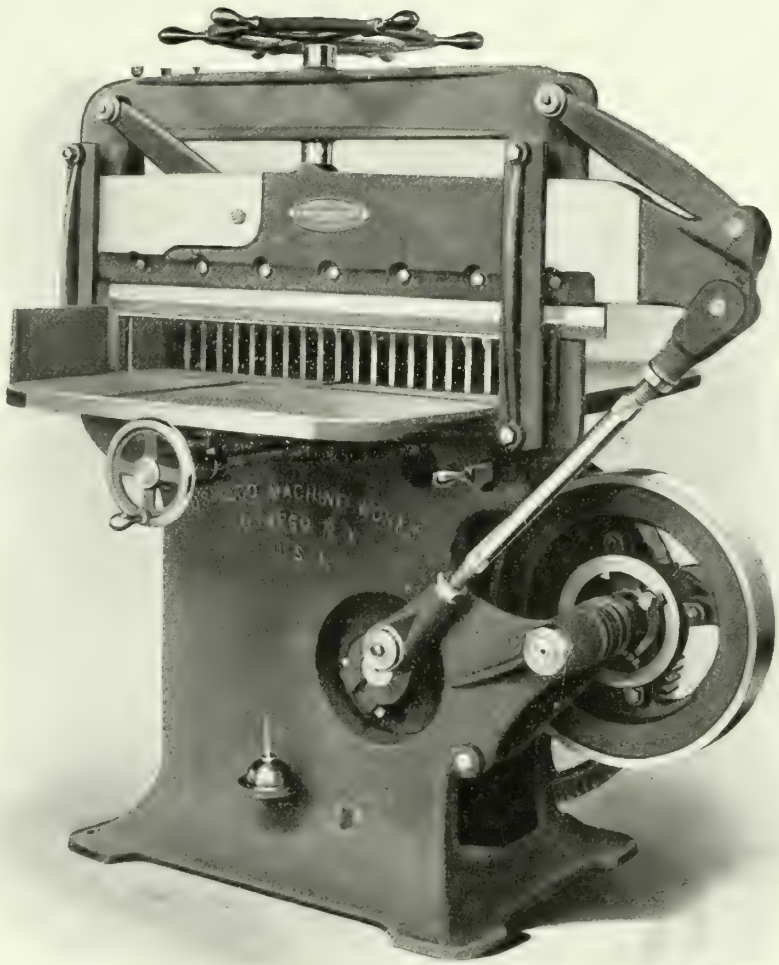
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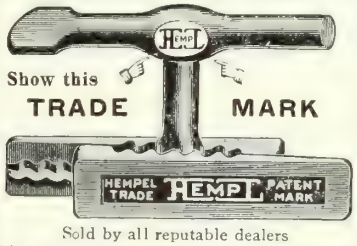
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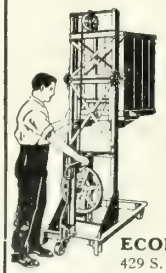
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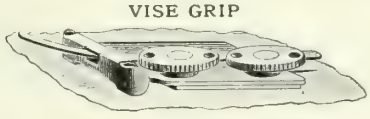
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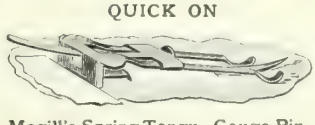
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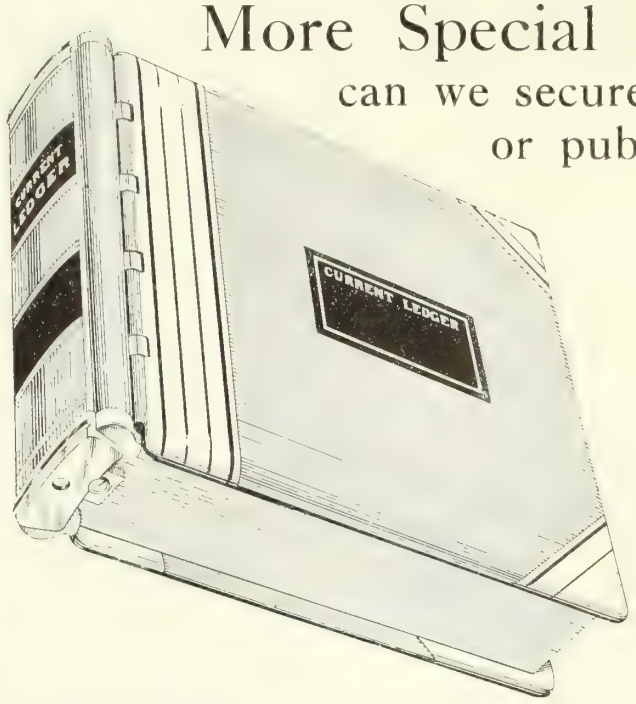
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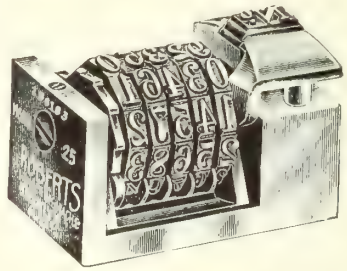
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DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

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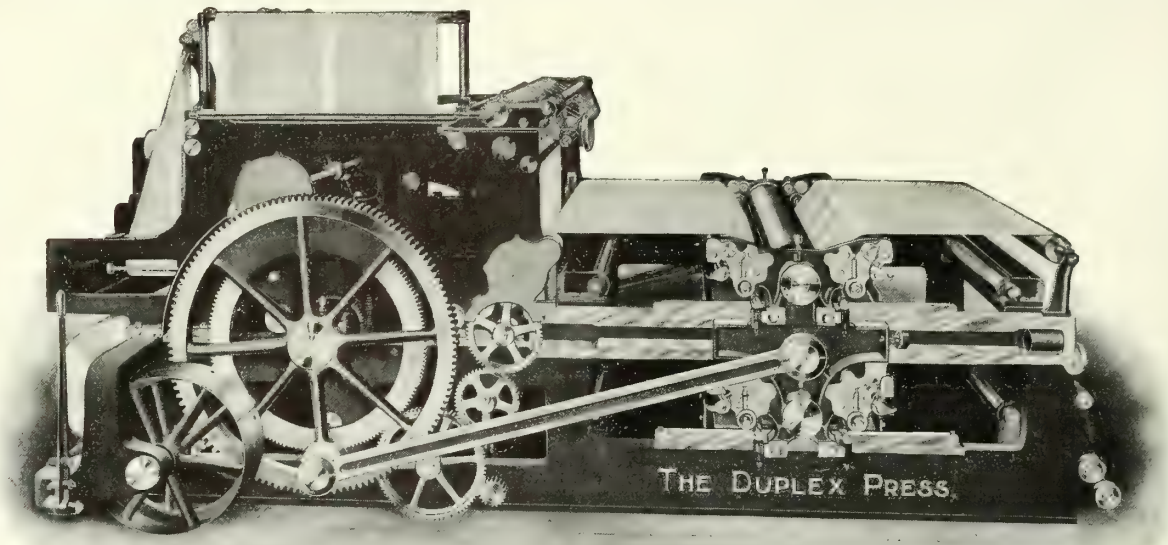
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A New Basis for Selling Printing

The "Cost, Plus Percentage" Method—What the Term Means—Some Advantages—Lessens Price Competition

THE TITLE of this article intimates that its contents refer to something new in the matter of printing salesmanship. That is, perhaps, not precisely correct. But while the "cost, plus percentage" method has been in use for a number of years, and although it does not contain any startlingly new features, its application has so far been limited and consequently it is to most printers a distinctly new idea. This is further borne out by the fact that of a large number of printers interviewed by PRINTER AND PUBLISHER, in person and by letter, quite a few were not clear as to the exact meaning of the term and several apparently possessed an entirely erroneous idea of its significance.

The Authors of This Article

THIS is not a "one-man" article. The matter it contains, the opinions it expresses, the suggestions it conveys, are the outcome of an intensive and extensive investigation among representative Canadian printers and authorities on this particular subject. This brief statement is made to inform the reader that this article is presented here only after the fullest investigation. An earnest endeavor has been made to explain clearly what the term "Cost, Plus Percentage" as applied to printing orders really means and in addition to set forth briefly the advantages of the plan and also its limitations. There may be some who take issue with the conclusions arrived at, while others may feel inclined to enlarge upon some of the points brought out. To any such a cordial invitation is extended to air their views through the correspondence department of succeeding issues of "Printer and Publisher."

WHAT THE TERM MEANS.

In making clear the meaning of the term: "Cost, plus percentage," first let us consider what it is not.

Although not very far removed from the excellent custom of taking printing orders without an estimate, under conditions where an accurate cost system is employed, it is not by any means the same. Nor does it involve the giving of a definite figure at which the work is to be produced, although in some respects it is like that too. It removes jobs from the competitive price basis and yet it does not mean that no price of any kind is agreed upon between customer and printer before the work is proceeded with.

Not being the ordinary method of price-quoting, nor yet the more desirable plan of securing orders without quoting a price, (not even where a cost system is used) what, then, is the cost, plus percentage method?

It is precisely the same basis as that on which many building contracts are drawn up—that of a mutual agreement between customer and builder that payment shall be made for all work performed and material used, at fixed rates, to which is added a percentage of profit previously agreed upon. A contractor will tell you that generally speaking the advantage he finds in the plan is the certainty of getting back all the money expended and in addition a fair profit on every item. The man for whom the building is being erected will say that the method is satisfactory from his viewpoint because he is perfectly willing that the contractor should receive a fair remuneration for the labor and material actually used, with a reasonable profit added, while at the same time he is protected from paying more than the work is actually worth. Time sheets, invoices, ets., may be submitted and even audited and certified or they may not. In most cases where an agreement of this nature is entered into mutual confidence on the part of customer and contractor is the controlling factor and this is infinitely more desirable than any attempt at checking up in detail the accuracy of the accounts rendered.

The same principle as is frequently worked out in the contracting or building trades is being applied by some printing concerns and has come to be known as "cost, plus percentage."

PROFIT IS AGREED UPON.

The main difference, therefore, between the ordinary custom of securing work without price and the cost, plus

method is that in the latter case a definite percentage of profit is agreed upon as part of the contract. Unless this is done it is not, correctly speaking, the "cost, plus" method. It is obvious that one of the chief factors in the success of the plan is the amount of this percentage, but for that matter the same element decides also whether or not any printing done under any conditions is profitable to the printer. This article does not presume to discuss the amount of profit that should be charged but assumes that it must be sufficient to give the printer a fair return on his investment. Any instructive discussion of the amount of such percentage would also involve making distinctions on the basis of volume of work and also to some extent on the quality of the work to be done, so for this reason also such a discussion will not be atempted here.

MUST HAVE KNOWN COSTS.

It may seem superflous to say that any successful working out of the cost, plus percentage method is dependent very largely on the efficiency of and careful adherence to a reliable cost system, but the opportunity must not be missed to again impress upon the trade the absolute necessity of employing cost-finding methods to attain any marked degree of success in the printing business. The point should also be noticed that any merit the cost, plus method has must be credited to the cost system, for without it such a selling plan would be impossible. Further, it is another evidence of the usefulness of a properly maintained cost system, not only to enable the printer to be absolutely certain of his costs in all departments and also on every job that passes through his establishment, but also its value as a selling help, and this is an equally important function. The time will come when a thorough knowledge of costs will be considered as essential in the printing business as type and presses and those who are careless in regard to this important matter will sooner or later find themselves lagging far behind in the business procession.

APPEAL TO CUSTOMER'S FAIRNESS.

The cost, plus percentage plan presupposes fairness on the part of both customer and printer, except, of course, in certain cases where an audit might be made of all charges, and with this phase of the method this article is not concerned. The fairness of the customer can be successfully appealed to in nearly every case, if the subject is properly handled by the salesman or manager. The average Canadian financial man, merchant or manufacturer, both large and small, will be found to be fair. Any fair man knows that he cannot invest money and keep it invested without being returned a fair profit for the chance he is taking, and so any fair man wants his printer, or anyone else with whom he is dealing, to receive a fair return for his outlay. If the subject is presented in the right light it is not difficult to get a business man to the point where he will unqualifiedly admit that he expects and desires that his printer should have a fair profit. Having done this the customer is ready to discuss more in detail the cost, plus percentage method as opposed to the asking for definite tenders from numerous printers and probably placing the order with the one whose *estimate* happens to be the lowest.

MUST CONVINCE CUSTOMER OF HONESTY AND EFFICIENCY.

Two things in particular the customer must be convinced of before the cost, plus percentage method can be "sold" to him. First, he must be absolutely satisfied beyond all doubt that the printer or printing firm soliciting his business is absolutely reliable—honest—for without this conviction being thoroughly established in the customer's mind no amount of "proof" of the accuracy of the charges with which he is billed will carry very material weight. The statement was made a moment ago that this article did not propose to discuss the cost, plus method with the added feature of permitting or agreeing to an audit of invoices and of the numerous time and cost records, and the reason is that the writer does not believe it is in the best interests of the trade to promulgate the impression that printers are inclined to be dishonest and therefore those who desire to use the cost, plus method should go to extreme lengths to establish their honesty.

This does not mean, however, that certain information should not be given the customer regarding the cost system, hour costs and production, and this brings us to the second point under this head, that of satisfying the customer as to the efficiency of the entire establishment. No matter how honest a printer may be, if his hour cost in the composing department, for instance, is 50 per cent. higher than the average that has been established over a large number of representative offices, it would be asking too much of a customer to suggest that he place his printing orders on the cost, plus basis or on any other basis, for that matter, but a hard and fast quotation before proceeding with the work. On a big catalogue order, for example, the question of efficiency would be a very important matter. A carelessly-handled cost system, lack of information regarding costs, or abnormally high costs in any department through which the work passed would completely nullify any good opinion the customer might have by reason of the personal integrity of the printer. Therefore, the customer should be given confidentially a sufficient insight into the working of the cost system to convince him of its absolute efficiency. Supposing that the Standard Uniform Cost-Finding System or some fairly close adaptation of it is the system in use, abundant evidence of a very convincing nature can be submitted to satisfy him along this line. The condition of the records shown and an explanation of the manner in which records are transferred from one form to another will enable him to decide without difficulty whether or not the system is properly maintained in that office. He should also be told (and this also in confidence) what the cost per hour is in each department and something of the volume of production secured in machine composition and press departments. Comparisons can be made if desired with average figures such as those published by the United Typothetae or by local printers' organizations. Most important of all is the percentage of efficiency or productive time in each department, for this is really the summing up of the other records. This bears a very close relation to the matter of hour costs because when efficiency is low it follows that hour costs are sure to be high. No office can carry a heavy burden of idle time in the cylinder press department, for example—employees waiting for forms, or ink, or stock, or delays of other kinds that go to make up unsold hours—without showing an extremely high hour cost in that department, and the same factors will result in a very low efficiency. The honesty of the printer, coupled with the efficiency of his establishment are, as we have seen, the two chief factors in convincing the customer of the fairness of the cost, plus percentage method.

DISCRETION IN DISCLOSING RECORDS.

The United Typothetae and Franklin Clubs of America, in annual meeting recently at New York, passed the following resolution:

"Whereas, It is believed that promulgation by general publicity, outside our National and local associations in the matter of average costs of production is no longer to the best interests of our industry; therefore, be it

"Resolved, That we recommend the discontinuance of this practice insofar as relates to its circulation generally."

There is no doubt that harm will come from the injudicious circulation of average costs of production as well as those of individual establishments. Where the matter

is not properly handled or where these records are given general circulation among the public there is sure to arise criticism and hurtful comparisons, due largely to a lack of understanding as to what the figures really mean. Before disclosing information of this nature in connection with the cost, plus percentage plan the printer should be reasonably sure of his customer and give him such details as will best serve to show him the efficiency of the cost system and of the establishment, being careful to avoid contentious questions or rambling discussions that might be calculated to bewilder any man not having a thorough knowledge of the printing business. The better way is to select a few clear cut facts and avoid meaningless details. The resolution of the Typothetae does not, of course, refer to the giving of certain information to individual customers, especially where the giving of such information will result in more friendly relations and better understanding between the customer and the printer, but suggests the discontinuance of the general circulation of such information outside the printing trade.

QUALITY AND SERVICE.

These two words are used so frequently that they have become almost jaded. And yet they are the most expressive words available to designate the two most valuable products the printer has to sell. The difficulty has been, unfortunately, that too much consideration has been given to the minor element which we call "price" and the real importance of "quality" and "service" has been largely overlooked. The cost, plus method in salesmanship places these elements in their right order of importance and in their right relation one to the other. The cost, plus method enables the salesman or manager to press home the fact that their object is to give the customer the very best obtainable so far as quality and service are concerned—and by best we mean best for the purpose of each particular piece of work. As for price that will be exactly what the service rendered is worth and no more nor less. The quality and service argument must be used in presenting the cost, plus plan because on the ability of the establishment to properly handle the desired work may rest the decision of the prospect to place the order on that basis. The use of these arguments will cause him to realize that, after all, the matter of price is only of secondary importance while the efficiency of his printed matter is of greatest moment, and the service rendered by the printing firm along the line of attention to details and adherence to promises is worthy of consideration also. The price-competitive basis is forgotten.

AN INDIVIDUAL MATTER.

For very obvious reasons the cost, plus percentage method is not applicable under all conditions, nor in the case of all customers or all printing concerns. It will have occurred to the reader ere this that it will be best suited for certain kinds of orders. For example it would work out in the case of the printing of a publication under contract, an order for an intricate catalogue of considerable size, or the entire printing requirements of a business house or corporation. Similarly the plan would not appeal to all customers but this also is more likely to depend on the kind of work than on the personality of the customer, for, as already shown, the average business man is desirous that every one with whom he does business shall make a fair margin of profit. Then in the case of the printer this depends largely on the policy of the establishment and the class of work featured. In this connection the following is quoted from a letter written by E. E. Laxman, Assistant Secretary of the U. T. A.:

"Upon study, one finds that it is a matter that cannot be settled collectively, for to do so would conflict with the now exising policies of many printing establishments. Some plants feature printing of the class that permits the making of such a proposition to their customers, while a large number of others do not. In short, it is a problem of management that the executive of each establishment must settle for himself."

REDUCES COMPETITION.

The class of work, the number of suitable customers, and the number of offices in a position to accept work on this basis, being definitely restricted in each case, it follows that competition among printers for those jobs which can be brought under the cost, plus system is bound to be materially reduced and in some cases practically eliminated. The plant not having a cost system could not enter into the field to do work on this basis. Neither could the man or firm whose reliability could not be readily established. Nor would the office that was poorly equipped or inefficiently managed stand much chance of receiving consideration. Of course if the practice of doing work on the cost, plus basis were to become popular it would have the immediate effect of raising the standards of numerous offices that at present give little thought to anything else but price competition and generalities about their facilities and the quality of their product. In the meantime, however, offices that are in a position to solicit work on the cost, plus basis will benefit immensely from the reduction of competition that will be effected by the employment of this method. Furthermore, they will be put to less expense in the matter of preparing expensive dummies, which is one of the worst evils of the business. On the cost, plus basis dummies are not made on anything like the elaborate scale as there is not the same temptation to attempt to use them to *impress* the customer but simply to give him a practical idea of the design. Not only in the matter of dummies but all along the line the printer is more free to make suggestions, for instance, as to the advisability or inadvisability of using certain kinds of stock, ink, etc. Such changes made during the progress of the work do not necessitate refiguring the original quotation or adjusting the price. The customer is merely charged the actual cost either less or more than would have been the case had no change been made in the specifications.

The method will have a tendency to raise the standard of the industry above the realm of price-competition and place it on a plane somewhere near the position which it is entitled to hold as a highly specialized "applied art," and at the same time the matter of ensuring the printer a fair profit is not overlooked. The tendency of the progressive, enterprising job printer, under such conditions, would be to develop an advisory ability that would be of great value to his clients and would be a mighty factor in raising the tone of the industry.

The Trade Paper—By Elbert Hubbard

I know hundreds of high, prosperous business men, manufacturers, dealers, jobbers, craftsmen, and I cannot recall a single instance in which the mentally successful man does not read his specialized paper. He subscribes for it and he pays for it promptly.

When you subscribe for your trade paper and assimilate it, you are uplifted, inspired, given courage, pep, intellectual vim and vigor and enough trade information to make you free from the trials and tribulations which beset the man who "doesn't know."

These things all have a direct influence on the bank and mental balance.

The trade paper binds everybody in the business into a fraternity, which spells length of days, because it "serves" and its service is based on specific knowledge.

HOW OTHER PRINTERS DO THINGS

Getting Repeat Orders

HOW TO secure repeat orders is a problem that is worthy of at least some attention from all printers who are ambitious to retain the trade already secured and cause it to increase in volume. In this connection it is always desirable to keep in mind that any plan to be truly successful should in some way apprehend the customer's needs sufficiently to permit of filling the repeat order without the necessity of a last minute rush. Such a plan is being used with good success by the Star Publishing Co., of Curling, Newfoundland. A. L. Barrett, the manager of the concern, describes it as follows:—



Preserve this Package

This package contains - ——— — — —
planned to be put aside to be used last.

When it becomes necessary to use this package it is a sign that your supply is about exhausted and an order should be placed without delay for its replenishment.

Enclosed will be found an order blank. Please fill out same and enclose it in accompanying addressed envelope and obtain another lot of stationery before your supply is entirely gone.

By observing this simple plan you will avoid being without stationery for a single day and save us the risk of a "rush" job.

The Star Pub. Co., Ltd.

Curling, Nfld.

Copy of label used by enterprising Newfoundland printing firm to warn customers that their supply is low and suggest the giving of a repeat order.

"With every order of printing we send out we make up a separate package of from one-fifth to one-tenth of the quantity, according to the size of the order. Inside the parcel is placed a printed order form, which can be conveniently filled out for a repeat order, and also an addressed envelope in which to mail it. On the outside of the package we paste a label (reproduced herewith) explaining that this package is intended to be used last and the enclosed order form and addressed envelope are for the convenience of the customer in placing a repeat order. While this method may be scarcely necessary in the case of many of our old and regular customers, particularly where we experience little or no competition, it is certainly of considerable practical value in retaining new customers where competition is keen. We have found it particularly effective in holding mail order customers."

Introducing a New Manager

A DIGNIFIED and effective way of introducing their new manager was employed by the Herald-Western Company Limited, Calgary. A folder was gotten up to closely resemble a photo mount of the better grade. On the outside flap the name of the concern and its trade mark were embossed. On the right hand page inside, in the usual position, is a fine portrait of A. H. Barker, who took over the management of the Herald-Western some months ago, resigning from the management of Regina Leader Job Department in order to take the position. On the left hand page, opposite the portrait of Mr. Barker, is an announcement in script, signed by the president and secretary of the company. This is a formal introduction of Mr. Barker and conveys the information that he has thoroughly reorganized the printing, lithographing, book-binding, engraving and looseleaf business of the Herald-Western. This is followed up by an invitation to call and inspect the plant and an assurance that a trial order will convince of the quality of the work that the firm is capable of producing. The idea conveyed throughout is one of appropriateness and sincerity and the announcement would no doubt create a very favorable impression on the recipient.

Overhead Shelving for Stock

IF SHORT of storage room a very great economy of space may be effected by the erection of overhead shelves for envelope and other light stock. Where wooden posts are placed in rows in the construction of the building and the space between floors is sufficient all that is required is to nail 2 x 4 cross pieces to the posts for supports and place planks or boarding from one to the other along the entire length of the room desired. This plan is in use by A. Talbot & Co., London, and is proving quite satisfactory.

A similar arrangement could, no doubt, be worked out by suspending cross pieces from the ceiling if posts are not available. The beauty of either plan is that the emergency shelving is inexpensive to erect and can be quickly removed as soon as its usefulness is over. It has the advantage over floor storage, in addition to the economy of space, of providing a cleanly storage space for surplus stock and interfering very little with the light from side windows.

Stamps Job Number on All Copy

AN invariable rule in the office of the Atwell Fleming Printing Co., Toronto, is that all copy and other documents in connection with each job must have the number stamped thereon to correspond with the job ticket. This serves the double purpose of giving every man who may work on the job the necessary information for his time sheet without the necessity of referring to the docket and also prevents copy from becoming lost.

Effective Newspaper Advertising

HOW MANY printers have puzzled over preparing suitable copy for envelope enclosures, blotters, or newspaper advertising, no one knows, but certain it is that the majority of printers are not sufficiently well versed in the art of preparing really good copy. Therefore, suggestions along this line are sure to be welcome. At the foot of this page are shown in reduced size a series of eight advertisements prepared by Saults & Pollard, Winnipeg, proprietors of the Free Press Job Department, for use in 2 inch single column newspaper space in the Winnipeg *Free Press*. These are worthy of careful study, particularly because the writer of them has compressed into small space the essential features that should be emphasized in a really efficient newspaper campaign by an up to date printing establishment. No attempt has been made to cover the whole catalogue of selling arguments nor yet to detail the entire range of work in a single advertisement. This is true at least of six advertisements: three dealing with ability, service and satisfaction respectively and three with commercial printing, publication printing and poster printing. The other two advertisements are of a general character, it is true, but a careful perusal of them will reveal the fact that one is concerned with impressing the prospective customer with the varied equipment and large capacity of the Saults & Pollard plant and the other with the *quality* of "Free Press Printing." So after all each one of the eight advertisements is written so as to serve a very definite purpose and it must be admitted that it fulfils its mission very well indeed. Text type has been used for display as a contrast to the ordinary newspaper display type. The series is being run in the daily edition of the paper three times a week.

To Keep Bronze Blue Ink from Pulling

A. L. BARRETT, manager of the Star Publishing Co. Ltd., Curling, Nfld., suggests a way to overcome the tendency of bronze blue ink to "pull," which is sometimes troublesome on long runs. Mr. Barrett says the addition of a small quantity of white soap of good quality will remedy the trouble. "Don't add too much," he writes, "ever so little at a time will do and mix it thoroughly with the ink before using."

Giving Publicity to Membership in U.T.A.

THE LETTER paper of the Review Company, Bridgeburg, Ontario, is decorated in the lower left corner, with a small reproduction of the crest of the U. T. A. and below it are these words: "Member United Typothetae and Franklin Clubs of America." This has the effect of inspiring confidence in the minds of prospective customers by suggesting to them that the Review Company is a thoroughly progressive and reliable concern. The same idea should be applied to membership in similar organizations. Connection with such associations as the Graphic Arts Section of the C. M. A., the Canadian Press Association, or local organizations of a similar character should not be regarded as a reproach but as something creditable and calling for the widest publicity.

The Storage of Sorts

HANDSOME and compact sort cabinets are manufactured and sold to the trade by some of the supply houses. These are frequently found to be the most satisfactory and eventually the most economical solution of the problem of storing sorts in offices where a typecaster is in use. When such a cabinet cannot be purchased, however, it would be difficult to find a better plan for sorts' storage than that in use by the Moore Bros. Printing Co., Toronto. A large number of pound tins were secured from a can manufacturing company at a comparatively low cost per hundred. These are placed on narrow shelves, just wide enough to hold one row of cans, and the proper distance apart to permit the cans to "clear." The shelves are constructed in the vicinity of the caster and extend about half way to the ceiling. An excellent system in connection with this improvised sort cabinet is the use of tickets for indicating that cans are empty or nearly so and should be refilled. The compositor taking sorts from a can and finding the supply running low merely places a red card supplied for the purpose beneath the can and the caster operator replenishes the supply at his first opportunity. Where 500 cans are required to take care of the varieties of sorts this system is a great convenience. Needless to say, every can is plainly labeled as to its contents. In doing this it was found necessary to roughen the surface a little with sandpaper in order to make the labels stick on the smooth tin.



Well-directed newspaper publicity of a job printing establishment. Space was small but copy unusually effective

THE EDITORS' VIEWPOINT

"Ring Out the False—Ring in the True"

ERE THIS issue of PRINTER AND PUBLISHER is in the hands of its readers the Christmas festivities will be over for another year and the old year will have almost sped. We hope that all our readers enjoyed their "Merry Christmas" to the full. This wish is expressed in all sincerity and in the firm belief that God is in His Heaven, and eventually all will be right with the world. There are those who ridiculed the celebration of Christmas this year on the ground that the gloom of war is so real as to completely overshadow the birthday of the Prince of Peace. Not so. After the night comes day; after the storm, the calm; after the war, lasting peace. The allied nations are not fighting for conquest nor for supremacy merely, but to destroy forever the monstrous military system that is the curse of Germany and threatened to be the curse of the whole world. The stamping out of militarism will surely bring us nearer to the ideals of the Christ than any other achievement. Why, then, should any be downcast or discouraged at this time?

"Go lift thine eyes from death-charged guns
To One who made a billion suns,
And trust and wait."

"The year is going—let it go," is the thought in the mind and on the lips of every one at this time. We have an inborn curiosity for something new—whether it be a new book, a new preacher, a new type face, or a new year. And so here it is with 365 days, each of them pure and clean, and waiting to see what we will write upon it. How are we surveying the new year? What are our ambitions concerning it? If we are dreaming of what we can get out of it—and sad though it may be, most of us are—let us remember that as we give so shall we receive. We cannot sow thistles and reap figs and we need only recall the days of the past year to assure ourselves of the absolute truth of the fact. Isn't it true that during 1914 we were sometimes overjoyed to find the kind, helpful thing, we did for someone else, had a similar effect on ourselves? And in like manner when mean, unworthy motives asserted themselves, they returned like boomerangs to wound our own hearts. Like begets like. This is an immutable law of nature.

"Then give to the world the best you have,
And the best will come back to you."

And so, as we wish our readers "A Happy, Prosperous New Year," we are constrained to add that the attainment of that prosperity and that happiness lies within ourselves. But whether or not it appears to be for our immediate gain, let us neglect no opportunity to help our brother men who are less fortunate than we. When we contemplate the greatness of the year before us and, in the light of the tragic year just past, speculate as to the events it will bring forth, we stand aghast at the immensity of it all and so again emphasize the fact to ourselves and our readers that we must face whatever situations we are called upon to face with courage and wisdom and perhaps a good deal of self-sacrifice and kindly love.

If we have not been wholly satisfied with 1914 let us resolve now that we shall profit by our mistakes in 1915. Only in that way can we grow within ourselves into men worthy of the race and of God who guards and guides our destinies.

"Follow, and honor what the past has gained,
And forward still that more may be attained;
Something to learn and something to forget:
Hold fast the good, and seek the better yet."

The Printing Ink Situation

IT HAS BEEN and still is extremely difficult to obtain authoritative information respecting the immediate outlook for dyes and other necessities for the manufacture of certain lines of printing and litho inks. Advice from New York at the middle of December stated that the steamship Sun had arrived the previous week with a heavy cargo of colors direct from Germany, via the Rhine and Rotterdam. Another steamer, the Neches, was expected on December 20. The Matanzas, which came in before the Sun, had, the report stated, been rechartered and would sail in a few days for Rotterdam for another cargo of colors and chemicals. The Massapequa, which was at December 15 unloading supplies for the Belgians sent over by the Rockefeller Foundation, had, it was further announced, been chartered by a New York agent to bring back all the dyestuffs available up to the time of the vessel's sailing from Rotterdam. These reports, if correct, would seem to indicate that there would be no lack of colors for the American and Canadian ink makers. On the other hand it is contended by those who should be in a position to know that the cargoes already received on the Matanzas and the Sun were not large when the entire demand is considered and further that only a very small percentage of these cargoes were of the kind of dyes and chemicals needed for the manufacture of printing and litho inks. It is also stated that so far as further shipments are concerned these cannot be relied upon and it is quite possible that no further shipments will get through to the United States. Another point to be remembered is that the extremely high risks being carried by those making importations of this nature from Germany, to which is

added the increased cost of doing business owing to the smaller volume, are factors that result in certain increases being made in the cost of producing the lines most affected.

It is a matter for congratulation to the trade in Canada, however, that the printing ink makers of this country are unanimous in asserting that they will positively make no increases except those made absolutely necessary by increased cost of raw materials. In fact, it is stated that in some cases already some high-grade inks are being sold at before-the-war prices, although the cost of manufacturing has been increased sufficiently to warrant a raise in price. The ink makers, however, are anxious not to do anything calculated to upset present conditions except what is beyond their control.

There does not seem to be any prospect of any individual or number of individuals establishing the dye industry in the United States, as was at first expected by some would be the case. The enormous capital that would be required for such a vast enterprise and the impossibility of confining the industry to any one class of dyes, such as those required for dry colors used in the manufacture of printing and litho inks, together with the doubtful success of the enterprise, are obstructions that will probably continue to prevent the setting up of the industry on this continent. If it be true that false information is being circulated in the United States with regard to the extent of shipments that are being brought over from Germany, the purpose in doing so would obviously be to further discourage any attempt that might be contemplated to establish the dye industry on this continent, an undertaking that would, at best, be fraught with grave difficulties.

Potash is an essential in the manufacture of bronze blue and as practically the entire world's deposits of this mineral are located in Germany the pinch is likely to be felt keenly before very long. Some attempt is being made to relieve the situation by manufacturing potash by the burning of "kelp," a kind of seaweed found on the Pacific coasts. The supply from this source is relatively very small, however, and is of no great account when the total need is considered. The shortage of beta napthal, which is an essential carrying agent, is also causing the ink makers some anxiety as it is believed no more can be obtained from Germany, which practically means that no more can be obtained anywhere, so far as supplying present needs are concerned. The difficulties experienced so far affect only the finer inks and there does not appear to be any likelihood of serious advances in news and job black, poster inks and others used in large quantities.

In the meantime printers should conserve their supplies as much as possible and endeavor to prevent even the smallest waste. Keep ink cans covered when not in use. A closed cabinet is an excellent investment. It is a good time now to go over your supply of inks and gather up all the odd lots that have hardened or for some reason have been discarded and sell the batch to your ink man for regrinding.

It is always a good thing for a printer to keep himself well informed regarding the ink situation, and this is particularly true at this time. If you are figuring on a job that requires a good deal of ink of an expensive kind always get in touch with your ink man regarding present quotations. If there has been an increase in price, the customer must be asked to pay for it. Make enquiry also in regard to quality. It may be that the ink man, in his desire to furnish ink at the same price as formerly, will in some cases sacrifice the strength of the color in order to do so. Sometimes this is to be preferred to paying a higher price but in any case the printer should be made aware of the circumstances. Work in conjunction with your ink man in these matters. He has his troubles in these war times and is doing his best to serve you. It is gratifying to know that no increases will be made except those that are absolutely necessary.

Printing for Profit

PUBLIC SPEAKERS are fond of relating a story of a little boy who one day after musing on the subject of spanking asked his father: "Papa, did Grandpa spank you when you were a little boy?" "Yes, Willie." "And," Willie persisted, "did Grandpa's papa spank him too?" "Yes, I dare say he did," answered his father. Willie was puzzled for a minute, then burst out with: "Well, who started the blamed thing anyhow?"

Price-cutting is an evil that has grown up through usage—its origin is as obscure as the first spanking—but that does not by any means establish its right to exist. Instances without number could be piled up to show that civilization is constantly changing, and is generally following an upward trend. Many things that were considered ethical and even essential twenty or ten years ago are frowned upon to-day. Something better has been found to take their place or they were of so small importance as not to be missed at all. In like manner it is quite conceivable that many things we are accustomed to do to-day will be "out of date" in the days to come. It is of no consequence at all who started the price-cutting practice—it is here and must be dealt with on its merits as it affects the world of business to-day. The oft-repeated excuse that "somebody else started it" is as flimsy as the more high sounding adage "Competition is the life of trade." When competition means price-competing it is always and invariably the death of trade for one of the very first essentials of successful business is the securing of a fair profit over and above all costs for labor and material—and this the chronic price-cutter cannot do.

What do we mean by a *chronic* price-cutter? Simply one who has become so accustomed to cutting prices that he takes it for granted that it is absolutely necessary to continue the practice in order to secure orders. Quality and service—the two chief antidotes for the disease—are never given a thought. A chronic price-cutter is like a cat chasing its tail—always struggling to make two ends meet and though never quite successful coming sufficiently near to accomplishing the feat to make the game fascinating.

But all price-cutters are not the chronic kind. The purpose of this editorial is to sound a note of warning to all printers everywhere who may be tempted at this time of abnormal conditions to accept even one job at an unremunerative figure. The manager of one of the oldest established and foremost printing concerns in Canada made the statement to PRINTER AND PUBLISHER the other day that just at present prices that he has encountered "appear to have no possible relation to either costs or values." If this be true and it certainly is not far astray, then more than a few of the printers of Canada are at present following a false and disastrous course. The conditions in the printing world have been for months and still are very much below normal. There is not enough work to keep all the men and all the

presses busily employed all the time. There are two courses open and only two. One is to resort to price-cutting in an endeavor to divert business that usually goes to others. The second and the infinitely wiser course is to make provision for present conditions by staff reductions or the shortening of working hours and the covering up of part of the equipment. To advise the following of this latter course is not to suggest that every effort should not be put forth to secure new business and hold old customers, but the point is that this should be done as it is done when work is plentiful—on the basis of quality and service. Nothing is to be gained of a permanent nature and much is to be lost by adherence to the slogan: "Get business; get it by fair methods if you can; but get it!" This is a business proposition for every printer in the Dominion. At the beginning of this new year of 1915 let us resolve every one to discontinue this hurtful practice of price-cutting and follow the better motto: "Printing for Profit."

A Record of Achievement

FOLLOWING the custom of previous years the February number of PRINTER AND PUBLISHER will be devoted to reviewing in word and picture the new buildings erected and new equipment installed since the publication of a similar record a year before. Those not in close touch with the printing and publishing industry in Canada might suppose that the cessation of building operations that has been noticeable in most lines would have also affected very seriously the erection and equipping of new homes for newspapers and job printing establishments. This, however, is not the case, and our readers can look forward to this year's New Building and Equipment Edition being well up to the standard set in previous years. There is an abundance of valuable material available for it and it is hoped to present this record of achievement—for such it is—in a way that will convey many practical, worth-while, ideas to other printing and publishing concerns that are not so well situated with regard to premises and equipment as they would like to be and are looking forward to the erection of new homes to suit their needs.

For enterprising advertisers also there are unusual possibilities in this annual building review number. Of all the issues of the year it is the one that will be permanently preserved by the largest number of readers and for this reason it should contain a business message from every firm interested in the sale of goods to printers—whether their line be web presses or wrapping paper. Particularly should it contain announcements having a special relation to the erection and equipping of new buildings, for it is in this connection that the issue will be referred to in future months and years by interested readers.

From both the standpoint of the reader and that of the advertiser our February issue will be of very special significance and it is believed that all will find it of great value and helpfulness.

Signs of Success of Campaign Against "Dollar Dailies"

IT SHOULD be a matter for congratulation to all who have the permanent welfare of the newspaper publishing business in Canada at heart to note the upward tendency in subscription rates that has been asserting itself during the past two or three months. Some of the papers that were formerly in the "Dollar Daily" and "Dollar-and-a-half Daily" classes, notably Toronto *Star*, Toronto *News*, and Montreal *Star*, are now charging a minimum of $2 to subscribers outside their respective places of publication. The case of the last named is particularly noteworthy as it signifiies an increase from a minimum of $1, or in other words, a doubling of the old rate at a single step. A still better example has been set by the papers of Calgary, the *Herald, News-Telegram* and *Albertan*, all of which have raised their rate to $5 in Calgary and $4 outside. Halifax *Evening Mail* has made an advance of its outside rate from $2 to $2.50. These are a few of the advances that have been made quite recently and that have come to the notice of PRINTER AND PUBLISHER. There are no doubt some other papers that have acted in like manner.

These advances come as a welcome result of the persistent campaign that has been conducted by PRINTER AND PUBLISHER during the past three years and more. This paper has advocated time and time again during that period that the only fair and equitable basis for striking a minimum rate for daily newspapers is the cost of the white paper on which it is printed. The question of defining a "nominal rate," which is the term used by the Post Office Department in referring to papers not entitled to second class postal privileges, has too long been disregarded by the Department. PRINTER AND PUBLISHER has maintained constantly that the Post Office Department should settle that matter before adjusting second-class postal rates, as the circulation of papers at a "nominal" rate was responsible to a great extent for the conditions that the department complained of and which it gave us as reasons for urging an increase. The department has never cleared the matter up. It is noteworthy, however, that former Postmaster-General Pelletier made the statement before the Senate Committee, when the matter of postal rates on newspapers was being discussed a few months ago, that he could not afford to fight the leading newspapers. It would surely not be assuming too much to suggest that Mr. Pelletier probably had the Montreal *Star* in mind at that time, especially in view of the fact that he obviously referred to it again later on in the discussion. Whether Montreal *Star* decided to double its outside rate as a result of a friendly warning from the department or whether it acted entirely on its own initiative does not much matter. Whatever the facts of the case are, it is apparent that the agitation persistently kept up by PRINTER AND PUBLISHER, in season and out, has not been without its effect. We need go no farther back than the last issue to instance an editorial in which the principle of increased rates was again enunciated. In the December issue the case was put up to the newspapers of Canada, not to the Post Office Department, and they were urged for their own protection to take advantage of the present opportunity to increase their revenue from subscriptions. Prior to that issue many articles appeared urging the adoption

of white paper cost as a reasonable minimum, and in more than one of these articles Montreal *Star* was instanced as a striking example of the class of big daily papers that contravened the spirit, if not the letter also, of the second-class postal regulations. PRINTER AND PUBLISHER is extremely glad to see these, practically the first-fruits of its strenuous campaign. Conditions are still far from satisfactory but all should take encouragement from the evidences of a change of heart that has taken place in the case of Montreal *Star*, Toronto *Star* and Toronto *News*. It is believed that further increases can be confidently looked for in the near future.

The Telephone and Repeat Orders

HELLO—is that the Empire Manufacturing Co.? Is Mr. Best in? This is the Satisfaction Printing Co.,—Clark speaking—I've just been going over our orders for your firm, Mr. Best, and it occurred to me your supply of account sheets would be about exhausted—you usually get them in lots of 10,000 and that quantity seems to last from eight to nine months. Yes, alright, I'll hold the line. . . . . Not enough for this month's accounts, eh, Yes, it certainly is lucky I called you up, otherwise you'd have probably not discovered your shortage in time with the result that some of your accounts would have to wait while we rushed a few forms through for you. Oh, is that so, I hardly thought you would be requiring any more stationery for some time, buisness must be brisk with you. Oh, I see, you've been circularizing the trade, eh. About 5,000 of each? All right, thank you, Mr. Best. The orders will be put through within a week's time. Happy New Year to you. Good-bye."

The foregoing is a purely imaginary conversation, so far as the exact wording is concerned. It might have been lengthened out to include reference to price lists, folders, or a suggestion that form letters could be produced effectively on the printing press and that samples of this line of work would be sent over. But it is sufficient as it stands to suggest the immense service to both printer and customer which the telephone is prepared to give if only it is given an opportunity to do so. Soliciting business is always an expensive proposition but the judicious and plentiful use of the telephone will reduce the cost of selling and increase the efficiency.

When properly applied, as, for instance, is suggested at the opening of this article, the telephone can be used to assist materially in the securing of repeat orders. To do this successfully, some sort of record should be maintained of each customer's supply of regular stock forms. This can be done either by keeping tab on the length of time previous orders of the same quantity have lasted, or better, perhaps, by asking the customer casually at the time he places the order about how long the supply will last and making a note of it in a diary. When that date comes round the telephone is an exceedingly efficient and inexpensive method of soliciting the customer for a repeat order. It also gives him the impression that the printer is really anxious to anticipate his needs in an intelligent manner. This attitude of friendliness and confidence on the part of the customer makes it easy to induce him to place a repeat order well in advance of his actual needs, which is a great boon to a printing concern, whether business be brisk or otherwise.

The intimate personal touch which it is possible to encourage by means of a well directed telephone conversation is also something that the thoughtful printer will cultivate and endeavor to bring about.

Editorial Notes

"THANK YOU, the same to you." The editors gratefully acknowledge the receipt of Christmas and New Year greetings from numerous friends. To the senders of these kindly messages of good cheer and to all our readers and advertisers we extend sincerest good wishes for a Happy and Prosperous New Year, and may it close on a world at peace.

THE PLAN to hold a series of district press conferences throughout Ontario is an excellent one and receives our warmest commendation. It means a big sacrifice of time and labor for those in charge—a sacrifice that is surely worthy the practical interest (by attending) of every newspaper publisher and job printer in the districts covered by the meetings.

OFFICERS and members of district press associations should peruse carefully and meditate upon the report of the splendid annual meeting of the St. Lawrence River Counties Association, contained in this issue. It is an answer to the objections of some publishers that press meetings should wait till "a more convenient season." More practical application of the "Business as Usual" motto is what is needed.

WHY NOT a trade mark or distinguishing emblem for the Canadian Press Association? One has been used successfully for many years by the United Typothetae and quite recently the announcement was made that small electros of the design would be supplied to members for use on their stationery, advertising matter, etc., the idea being that membership in the U. T. A. gave a prestige that was worth talking about. Is there not a lesson here for the C. P. A.?

THE patriotic insert in this issue will be found to convey helpful suggestions that will assist in turning out the numerous jobs of a patriotic nature that are being called for at this time. Some of the specimens shown will provide splendid copy suggestions for patriotic wall hangers or other souvenir cards. Two color flag cuts in a variety of styles as well as portrait cuts of men prominent in military and naval affairs can be obtained from the supply houses.

THE UNITED TYPOTHETAE reports that contrary to persistent rumors 42 communities out of 71 report as much or greater profits during 1914 as were obtained during the preceding year. This is an interesting demonstration and for those who see beneath the surface it suggests that the cost system and efficiency methods that are being so consistently promoted by the U. T. A. are proving intensely effective. No Canadian job printer could possibly make a better New Year resolution than to determine to instal the cost system in his office before another year rolls round. How about it?

District Press Meeting Was Brimful of Ideas

Publishers of St. Lawrence Counties Meet at Brockville and Discuss Problems, Hold Banquet and Elect Officers — An Example That Should be Followed

ONE OF the brightest and most practical and helpful meetings ever held in the history of the association was the annual meeting of the St. Lawrence River Counties Publishers, which met at Brockville on the afternoon and evening of Monday, November 23. On the score of business transacted and helpful ideas brought out in the papers read and the discussions which followed, as well as in the get-together social time, the meeting was eminently successful. For these reasons it is worthy of the fullest publicity in order that other publishers may have the benefit of the valuable discussions and also as an encouragement to other district press associations not to neglect the assembling of their members together despite war and kindred evils. One thing that has come to be regarded as a characteristic of the St. Lawrence Association was again noticeable at the Brockville meeting. This is the warm friendship that has developed between the business and editorial departments of all the papers, and which has been found to be beneficial and enjoyable to all.

The meeting opened shortly after four o'clock with the following members present: R. S. Pelton, president, *St. Lawrence News,*. Iroquois; Joseph G. Elliott, *British Whig,* Kingston; Wm. Gibbens, Cornwall *Standard;* Charles W. Young, Cornwall *Freeholder;* Byron O. Britton, Gananoque *Reporter;* James A. Thompson, Gananoque *Journal;* A. T. Wilgress, E. J. Payson, Brockville *Times;* W. J. Moore, Brockville *Recorder.*

The president, Mr. Pelton, in his annual address, referred to the work accomplished during the year. He spoke optimistically of the future and bespoke for his successor the same loyal support he had received.



W. GIBBENS
President-elect St. Lawrence River Counties' Press Association

ELECTION OF OFFICERS.

The election of officers resulted as follows:

President—W. Gibbens, Cornwall *Standard.*

Vice-President, J. G. Elliott, Kingston *Whig.*

Secretary-Treasurer—W. J. Moore, Brockville *Recorder.*

Executive Committee—B. O. Britton, Gananoque *Reporter,* A. T. Wilgress, Brockville *Times;* G. W. Chapman, North Augusta *Citizen.*

IMPROVING THE LOCAL PRESS.

J. G. Elliott, of the Kingston *Whig,* took as his topic, "What Can Be Done To Improve The Local Press." He pointed out that in view of the cheapness of the daily paper, there was a danger of the weekly being forced into narrower channels. This, however, depended entirely upon the work and character of the local papers. He strongly urged that the weekly newspaper offices be cleaned up and made one of the attractive places in the community. There was no reason why a printing office should not be kept as neatly as any dry-goods or gents' furnishing establishment. From the front door to the back steps everything should be bright and clean and presentable, an inspiration to the community that tidiness is a blessing.

THE PERSONALITY OF THE EDITOR AND PROPRIETOR.

The proprietor and editor, as well, should be dignified, neat in appearance, genial in disposition, energetic and active in his calling, and alert, and taking advantage of every opportunity to promote his business interests. He should be a prominent person in the community, concerned in its well-being, active in promoting all schemes for public benefit, and while not pushing himself forward, should have a hand in everything that will develop the life and activities of the place. Along with the clergyman and doctor, he should aid in the moral uplift, encourage clean sport, develop, literary talent and should be a wise, cautious and able helper in all things that go to make the best citizenship. By doing this he could make lots of copy for his paper, copy that would interest subscribers.

MAKING THE LOCAL PAPER INDISPENSABLE.

He should also be in touch with the district he serves. The whole countryside should be raked for news and every week he should have a grist so well arranged that no farmer could be happy without a copy of the paper. Mr. Elliott advised weekly men to let nothing escape; the smallest item is often of value. The publication of names was always a capital idea. The vanity of people was a good thing to cultivate from the newspaper standpoint. The name of the little girl, who won a meritorious prize in the school, assumes the size of poster type at her home when the paper arrives. The creation of interest in the local community by the weekly paper was a source of strength that no metropolitan paper could touch. The speaker was sure that if every weekly man fully scoured his constituency and made a paper full of local intelligence, he was making friends that would stand by him in times of stress.

MORE ENTERPRISE NEEDED IN PRESENTING NEWS.

Mr. Elliott also took advantage of urging the weekly men to present their matter in more modern form. Well selected headings, and featuring good hot stuff with blocks and borders would give a tone and a sprightliness to the matter that would cause added interest to the event. Frequently daily men stole the best stories of the weekly men which were very modestly outlined. Featured matter in special form in the dailies had frequently created more interest in the community than the original item because of the insignificant way in which it had been presented.

Mr. Elliott intimated that many of the things he had

spoken of for weekly men applied with equal force to the smaller daily papers. They had a field, which if fully exploited, would result in great benefit—financial and otherwise—to the owner. A small daily could never be forced out of business by any metropolitan paper, provided vigor, efficiency, and a keen nose for news were evidenced. A journal securing the confidence of the people and using its influence for the best in the community will never be superseded by outside papers. In this case, the real home-made goods will stand the test.

Mr. Wilgress asked Mr. Elliott if he believed that newspaper men should not mix up in councils, school boards, etc. The reply was that newspaper men should render service to their communities, either in or out of public bodies. Personally, he served on many boards, finding them helpful in broadening his view and mellowing his criticisms. The mantle of charity covered a deal of public woes, for he had felt the touch and the comradeship of soulful workers.

THE CULTIVATION OF THE SUBSCRIPTION LIST.

C. W. Young, of the *Freeholder*, Cornwall, said a few words about the collection of newspaper subscriptions, the gist of which was that "the only way to collect subscriptions was to collect them." The wise publisher cultivated his list and went through it frequently, sending out accounts at least four times a year. Mr. Young submitted several samples of the forms used to call the attention of subscribers to their indebtedness, most of which he found efficacious, though some were more so than others. He found that people were a good deal more willing to pay newspaper subscriptions than they used to be, and while he considered it hardly feasible to put the list of a country weekly absolutely on a cash-in-advance basis, it was getting easier every year. He had given some hard-heads to the Canadian Mercantile Agency, Ottawa for collection and was well satisfied with their way of doing business. While the commission of 25 per cent. might seem high, they did the business with very little friction, and the proportion who paid the arrear rate of $1.50 a year, was sufficient to give nearly an even dollar all round. The number of losses was comparatively small.

ADVERTISING FROM THE ADVERTISER'S STANDPOINT.

George A. Wright, secretary-treasurer of the Robert Wright Co., Limited, of Brockville, gave an admirable address on "Advertising, from an Advertiser's Standpoint." Persistent and definite advertising was the keynote of Mr. Wright's advertising creed, which years of experience had taught him was the correct method to produce results. Newspaper space with hand-bills carefully distributed, as an auxiliary, constituted the best advertising. Spasmodic advertising was of very little use; even large spaces in newspapers, used only occasionally, failed of the desired effect. It was the persistent advertising that caused the name of a firm to become a household word and instantly associated in the mind with daily needs of purchasers. Definite advertising was necessary, and the quotation of prices was a great factor in gaining public attention and interest. Advertising must be honest also; for the public is quick to discern the false from the true, and, unless facts are advertised, public confidence is lost.

The persistent advertiser often benefits from the advertising of the occasional advertiser, as people have accustomed themselves to the name of the persistent advertising firm and often respond by going to the store of the latter for goods advertised by some other firm whose name appears only occasionally in the public prints. Mr. Wright gave instances in which this had occurred in his own experience.

The uniform price list was taken up for review and several suggestions were made for its improvement.

Mr. Payson introduced the subject of advertising and Mr. Pelton that of county printing. General discussions followed both addresses.

It was decided to hold the next meeting at Iroquois, in March. The August meeting will take place at Cornwall.

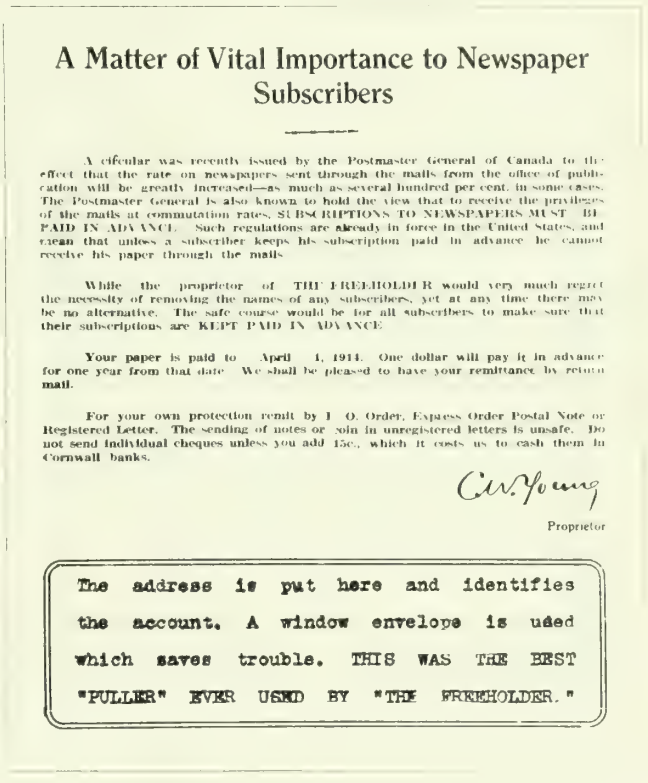
BANQUET IN EVENING.

The meeting adjourned at seven o'clock to the Revere House where a sumptuous banquet had been prepared.

The members of the association had as their guest of honor Hon. George P. Graham, president of Montreal *Herald and Telegraph.*

The toastmaster was the new president, Mr. Gibbens, and he discharged the duties in the manner of a veteran. For over three hours the representatives of Eastern Ontario journalism wallowed in anecdotes and one of the most pleasant evenings in their experience was passed. Charley Young related many interesting tales of his experience while connected with papers in the Southern States following the Civil War.

Hon. Mr. Graham was right in his element in an address which was punctuated with many associations of journalism in Eastern Ontario and the hardships entailed in publishing a newspaper. Mr. Graham also described to the delight of all the relations of a public man with representatives of the press. For himself, he said, he took delight in the work, and to this day he would sooner be editing a paper than leading a strenuous political life. He praised highly the members of the press gallery at Ottawa, who, he said, were an honorable body of men. Newspaper men, he said, to be successful, must be honest and reliable, a condition which plays an important factor in the life of any community.



A Matter of Vital Importance to Newspaper Subscribers

A circular was recently issued by the Postmaster General of Canada to the effect that the rate on newspapers sent through the mails from the office of publication will be greatly increased—as much as several hundred per cent. in some cases. The Postmaster General is also known to hold the view that to receive the privileges of the mails at commutation rates, SUBSCRIPTIONS TO NEWSPAPERS MUST BE PAID IN ADVANCE. Such regulations are already in force in the United States, and mean that unless a subscriber keeps his subscription paid in advance he cannot receive his paper through the mails.

While the proprietor of THE FREEHOLDER would very much regret the necessity of removing the names of any subscribers, yet at any time there may be no alternative. The safe course would be for all subscribers to make sure that their subscriptions are KEPT PAID IN ADVANCE.

Your paper is paid to April 1, 1914. One dollar will pay it in advance for one year from that date. We shall be pleased to have your remittance by return mail.

For your own protection remit by P. O. Order, Express Order Postal Note or Registered Letter. The sending of notes or coin in unregistered letters is unsafe. Do not send individual cheques unless you add 15c., which it costs us to cash them in Cornwall banks.

C. W. Young

Proprietor

The address is put here and identifies the account. A window envelope is used which saves trouble. THIS WAS THE BEST "PULLER" EVER USED BY "THE FREEHOLDER."

Note what Mr. Young says about this form. Sent out last May, at the time the postal rates question was uppermost, its opportuneness is obvious. It is an account and a "dunning letter" combined without appearing to be either. The form was printed on heavy stock, size to fit a No. 8 envelope with one fold. An addressed envelope was enclosed in which to remit the amount.

Keep Up the Home Town Loyalty Movement

Read How an Alberta Publisher Conducted a Week's Loyalty Campaign — Merchants Well Pleased — Electros of Flag Emblems Supplied by Printer and Publisher

HERE ARE some questions for thoughtful, enterprising publishers to ponder and answer. Would it not be good business for your paper to devote one whole week to a Loyalty Campaign, conducted on generous, broad lines, that would rouse the community—both merchants and public—and inspire them to greater efforts along sane, logical



Electros of flag design may be obtained from Printer and Publisher at 15 cents each, cash with order.

lines, toward the building up of their own home town and community? Would it not be a highly desirable accomplishment to bring about an advertising revival among the local merchants, convincing them as never before of the immense possibilities of persistent and judicious use of white space, backed up by progressive selling methods? Would you not consider your week's campaign highly successful from an advertising standpoint if it resulted in considerable special advertising for two issues of your paper and at the same time left such a satisfactory impression with the local merchants that they expressed a desire to conduct a similar campaign next spring and volunteered to bear the preliminary expense in connection with it, as well as support it by extra newspaper advertising? Those are some of the things that have been accomplished by the Vulcan (Alberta) *Advocate*, published by R. W. Glover, and the story of how it was done is both interesting and suggestive.

HOW THE CAMPAIGN WAS STARTED.

To start at the beginning the articles suggesting such a campaign were read in PRINTER AND PUBLISHER and inwardly digested. An order was sent in for twenty of the Loyalty electros, exactly like those shown on this page. These cost Mr. Glover 15 cents each, or $4 for the 20, express prepaid. The merchants were called upon individually and the plan for a week's Loyalty Campaign outlined to them. Needless to say they saw the merits of the plan as a practical means of diverting attention from the mail order houses in Winnipeg and the East, that flood the Western provinces with their attractive literature. The next step was to issue a small card containing the copy appearing in the panel shown on this page. This was enclosed in an envelope with no printing upon it except the flag emblem printed in red ink on the corner. These were distributed to everyone whose name was known in the village of Vulcan and district tributary to it.

The issue of the *Advocate* for November 18 contained some good, strong editorial matter telling about the display that was to commence the following Wednesday and in this issue also a number of the merchants took advantage of the opportunity to make an early start in their individual campaigns to secure their share of the extra patronage. It remained for the issue of November 25, however, to show that the merchants of Vulcan were thoroughly alive to the opportunity. One of the loyalty cuts was used in every advertisement, and the advertising patronage was so heavy that two extra pages of the paper had to be printed to carry it. The publisher of a small village paper will readily understand that two extra pages of advertising are not generally forthcoming unless something of unusual importance is taking place. There was also considerable appropriate editorial matter in this issue in connection with the patriotic display.

Further co-operation was given the merchants by furnishing them with window cards printed in red and black, a border being formed of the little flag emblems. Strip posters bearing the words, "Be Loyal to Your Own Community" were also used in all the stores.

Now as to the results from the campaign these were of a two-fold nature. There was the benefit to the newspaper and also the benefit to the merchants. The facts are best set forth in a letter from Mr. Glover to PRINTER AND PUBLISHER in which he says:

MORE THAN IMMEDIATE BENEFIT TO PAPER.

"The benefit to the newspaper has been fair. We have secured some additional advertising, and what is perhaps more important, we have given our regular advertisers proof that we are interested in their merchandising problems and in assisting them to get results from the advertising in our paper. Many of them have said that our enterprise in connection with the campaign has given them the satisfaction of knowing that they are getting a good service and they have suggested that another Patriotic Week be conducted in the spring, or at some other time in the future. The merchants tell us that next time they will be glad to bear the initial expense in connection with the campaign. That, I think, is a gratifying return for our work for we have laid the foundation for the merchants to do more advertising and that they will get returns is certain.

"From the standpoint of the merchants there have been results. Although there was sufficient snow to make country roads bad for traffic, the business for the week was more than sustained. But apart from the immediate financial results there was the fact that many people dropped into conversation with the merchants and asked them what it all meant, which, I think, is a very important result, for we have started the community thinking and while it may be a long time before it bears full fruit, it is bound to blossom

out eventually. The people now understand that the home merchants are alive to the fact that much of the trade that should be theirs has been going through the mails. The Christmas trade, quite apart from the campaign, is bound to be the better for it, for the interest awakened will continue to attract customers to Vulcan and the merchants are making unusual efforts to excel in the matter of window and store displays. All round the campaign has been a good success and has abundantly rewarded our efforts."

The Vulcan *Advocate* is less than two years old and Vulcan is a very small place on the map of Alberta. Mr. Glover's enterprise and the success he attained are all the more commendable on this account. What can be accomplished along the line of a special campaign of any nature in a small place can be conducted with even greater assurance of success in a larger town or small city. Just at this time when Canada is figuring so prominently in the Empire's battles, the time is especially opportune for launching a Loyalty Campaign. Remember that "neither Empire nor village can exist without loyalty."

QUENCH THE SPIRIT OF DISCONTENT.

Mail order catalogues and metropolitan city newspapers are prominent among the influences that stir up dissatisfaction in the minds of residents of small towns and rural districts. The lure of the big city or of moving to "some other place" is a constant menace to the well-being of rural communities. But worst enemy of all is the spirit of discontent that comes from within and is engendered not by outside influences but by the out-of-date merchants and the half-hearted newspapers that so often cast a pallor over the entire community. Read the poem on this page and you will get the idea.

PRINTER AND PUBLISHER will be glad to assist as far as possible in launching and making successful a Loyalty Campaign. The plan is certainly worth considering, isn't it.

Build Up the Home Town

If you want to live in the kind of a town,
Like the kind of a town you like,
You needn't slip your clothes in a grip
And start on a long, long hike.
You'll only find what you left behind,
For there's nothing that's really new.
It's a knock at yourself when you knock your town.
It isn't your town it's you!

Real towns are not made by men afraid,
Lest somebody else gets ahead.
When everyone works and nobody shirks
You can raise a town from the dead.
And if, while you make your personal stake,
Your neighbor can make one, too,
Your town will be what you want to see.
It isn't your town it's you!



Electros of flag design may be obtained from Printer and Publisher at 15 cents each, cash with order.

Post Office Will Not Compel Collection

THE following despatch, which appeared a short time ago in the columns of a rural weekly indicates that at least one publisher is misinformed regarding an important postal regulation concerning the mailing of newspapers at second cliass rates:

"A new newspaper law has been passed which in a measure protects the publishers of newspapers from being defrauded out of back subscriptions. Frequently cases come before the publisher where persons cancelled their paper, but, incidentally 'forgot to pay arrears' of subscription. Under the new law, however, the publisher can continue to send his paper (even if refused) until such time as said arrears have been paid.

Enquiry from *Printer and Publisher* elicited the information from the Post Office Department that the regulations of the Department were quite the reverse to the statement contained in the newspaper item. The official statement regarding the matter is as follows:

"Referring to his communication of the 12th instant, enclosing a communication from A. R. Alloway, Editor, PRINTER AND PUBLISHER, Toronto, inquiring what foundation there is for a printed report that a new law had been passed for the protection of publishers from being defrauded out of back subscriptions, the Postmaster is informed that the Department is not aware of any such law having been passed. Some years ago an impression was very prevalent among the publishers that there was such a law, and this led to Section 59 of the Postal Regulations being formulated. This regulation has, of course, all the force of Statute.

"Before formulating this regulation, the Department made enquiry of the Department of Justice as to whether there was any foundation in law for the notion which prevailed amongst publishers that subscribers could be held liable until the last paper received had been paid for, and the Department was advised that the subscription to a paper did not impose any such obligation, and that refusing to take the paper could prevent a renewal of his liability as a subscriber at the end of any year or other period covered by contract, whether or not his subscription was paid, or whether or not there were any arrears due by him.

"As a consequence of this opinion, the regulation was formulated, but more for the purpose of preventing the Post Office from being burdened with the free conveyance of newspapers to persons who essentially were not or had ceased to be subscribers, and, as stated, this regulation has all the force of Statute."

Chas. Tice on "Respectable" Printing

CHAS. H. TICE, Manager of Montreal Printers' Board of Trade, was one of the few Canadians who journeyed to New York to attend the Annual Convention of the Typothetae recently held there. A representative of PRINTER AND PUBLISHER called on Mr. Tice the other day and in response to a question as to what impressed him most at the New York Convention he said the speech of T. E. Donnelly, of Chicago, on "The Printer's Responsibility for the Respectability of His Product," impressed him most forcibly.

"I think his remarks apply to Canadian printers just as much as to Americans," said Mr. Tice. "I don't think we should print literature for wild cat schemes because it is generally the widows who get stuck—the widow of a man who dies and leaves a little estate. A woman like this will get hold of one of these circulars, which tell her that if she invests $1,000 in their scheme she will reap $10,000, and she falls for it.

"A printer can read it first, and see through it at once. Let him ask the question, Would he invest his money in that? If he thought the scheme was not a fit one to be made public, he could take it up with his Board Manager, and have the thing investigated. If they were in doubt about the legitimacy of a concern, the manager could soon ascertain facts concerning it, and if it was bogus, could give the newspapers a tip. The printer never knows but what his own people are going to get taught with the very circulars he is printing."

London Morning Advertiser a Year Old

On January 1, 1915, *The Morning Advertiser* of London, Ont., will be one year old and, according to its publishers, it has developed in the twelve months into such a sturdy youngster that it is assured a long and honorable career.

The issuing of a second morning paper in a city of 55,000 was regarded by many publishers as an experiment of doubtful wisdom. Its sponsors, however, T. H. Purdom, K.C., president of the Advertising Printing Co., W. J. Laut, managing editor, and Frank Adams, business manager, saw the opportunity ripe in a field of 800,000 people of which London is the centre. Many of the rural mail routes, which had become exceedingly numerous in Western Ontario, were so arranged that the noon and evening editions, which the Advertiser already issued. could not reach the rural reader on the day of publication. This, combined with an abundant faith in the future of London and of the wealthy surrounding district, let to the decision to meet conditions squarely with the addition of a morning publication.

Several additions were made to the staff, notably A. A. MacIntosh, formerly managing editor of the Syracuse *Post Standard,* and city editor of the Toronto *Globe.* He, as associate editor, has had charge of the morning edition, and the mangement feels that he has had much to do with the success of the venture.

At the beginning evidence began to multiply to show that their confidence in either the paper or the public was not misplaced. At the end of the first year the circulation of the *Advertiser* has made an advance of over fifty per cent. and the volume of advertising at an increased rate has made a substantial gain despite the effects of the war. In this latter connection it is pointed out that local advertising has not been affected and that the buying public in the territory has not been obliged to retrench appreciably. The only reduction has come from the national advertiser.

In the launching of the morning paper and in its subsequent development the aim has been, as with the evening paper, to avoid hysteria as well as humdrum. It was designed to meet the needs of Western Ontario by printing all the worthy news of the district besides giving the world's news through the Canadian Press service supplemented by special correspondents in all the large cities. The paper found itself obliged to combine somewhat the functions of both the smaller and larger dailies, giving a greater variety of news than either, in order to meet the demands of its field. A motto, "Stay in Ontario," which has stood beside the front page title line from the first issue is the reflection of a successful campaign conducted by the evening Advertiser three years ago and indicates what this journal conceives to be an important part of its misison. By publishing the news of most vital interest to its district, maintaining well-balanced editorial, woman's, sporting and commercial pages, and endeavoring to create a greater faith in the possibilities of its territory, the *Advertiser* has sent out its circulation canvassers who have met with a reception which eliminated the necessity of using premiums and secured an excellent class of paid-in-advance subscribers.

To relieve somewhat the monotony of the everyday newspaper a thirty-six page eight column development number was published inaugurating the installation of a new press, and a Belgian Relief edition was published by the local council of women, both within the past six months. Another novel feature, which proved popular with the business men, was the publishing early in the war of a special page bearing the signatures of London's merchants to a proclamation declaring that there would be no war prices in their stores.

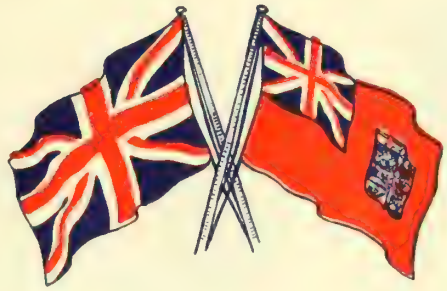
A mechanical difficulty beset the new paper during its first three months owing to inability to secure linotype operators but this was finally overcome. It became evident during that period, however, that more and more-improved mechanical equipment would be necessary to meet the growth of the business. Orders were first given for two additional linotype machines, making a battery of eight. Then came the order for a new press to print an eight-column page and up to thirty-six pages on one run, an entirely new stereotyping plant with an electric steam table and plate trimmer, new make-up tables and practically an entirely new equipment for the ad. alley. It is perhaps worthy of mention that the first issue on the new press marking the change from a seven-column to an eight-column paper was one of 288 columns, and although it was necessary to introduce all the new equipment over-night the paper was gotten out without a hitch or the loss of a mail.

Need of more room has now become pressing to the *Advertiser* and it has been decided to erect a separate building for the job printing end of the business, giving up the entire present structure to the newspaper plant. The job business will be conducted under a separate corporate name, and in a few months will be in new quarters two blocks removed from the newspaper office.

The Healing Influence of Emolumental Office

IN THE clash of Empires which fills the eye of the world there is danger of the personal miracle which happened to Louis Philippe Pelletier being overlooked. The miracle is as follows: A little over a month ago Mr. Pelletier resigned as Postmaster-General of Canada on the plea of ill health. It may be that Premier Borden's desire to rid himself of the loudest voice among the Nationalists had something to do with it, but at all events Mr. Pelletier resigned, withdrawing like the wounded deer to the tall timbers, there to die or get well as Providence willed. When the politicians heard that Mr. Pelletier had retired in order to be sick and not in order to take a job, they said that was another miracle. And so it was, because it was against all reason and precedent and had never been done before by a statesman who was in a position to hold up the Government and make it provide for his old age. They explained this minor miracle in various ways, not all of them complimentary to the late Postmaster-General.

But the real miracle was Mr. Pelletier's sudden recovery which, for quickness and completeness runs Naaman's, the Syrian, famous case a close second. On his last legs a month ago, Mr. Pelletier is now well and strong enough to be a Judge of the Quebec Superior Court, with the prospect of a Chief Justiceship when one falls in. We do not learn anywhere that the danger of a bigger job with a bigger salary is interfering with Judge Pelletier's health. On the contrary the prospect of added responsibilities and added emoluments acts as a tonic on his dauntless spirit and he is now ready to serve his country to his latest breath. It all goes to show what a great healing power faith is. Without faith the pool of Siloam was no better than a tank full of Toronto's chlorinated water, but with faith it cured all the ills that flesh is heir to. Louis Philippe Pelletier had faith—faith of the sure-thing sort that removes mountain chains. Some people base their faith on a slight thing like a tip, but Judge Pelletier had better grounds. When he withdrew to the wilderness he took with him, not a job, but something just as good, a cast iron promise that he would get the job as soon as the other fellow could be pried out.—*Saturday Night.*



Great Britain's Declaration of War

London, Wed., Aug. 5, 1914.—At seven o'clock last night the German Ambassador handed to Premier Asquith a declaration of war by Germany against Great Britain, and Great Britain at about the same time declared war on Germany.

"OWING to the summary rejection by the German Government of the request made by His Britannic Majesty's Government that the neutrality of Belgium should be respected, His Majesty's Ambassador at Berlin has received his passports, and His Majesty's Government has declared to the German Government that a state of war exists between Great Britain and Germany from 11 o'clock p.m., August the 4th, 1914."

The Admiralty immediately after the declarations of war were made flashed this order to the British fleet:

"Great Britain declares war on Germany. Capture or destroy the enemy."

Following this order King George sent this personal message to the fleet: "I have confidence that the British fleet will revive the old glories of the navy; I am sure that the navy will again shield Britain in this hour of trial. It will prove the bulwarks of the Empire."

The announcement of the war declaration was withheld until midnight by order of the King and Privy Council in order to observe the terms of the formal ultimatum.

Wall Hanger distributed by Atwell Fleming Printing Co., Toronto.



The Frontier Printing Co.
19 Park St., Niagara Falls, Ont.

Manufacturers of

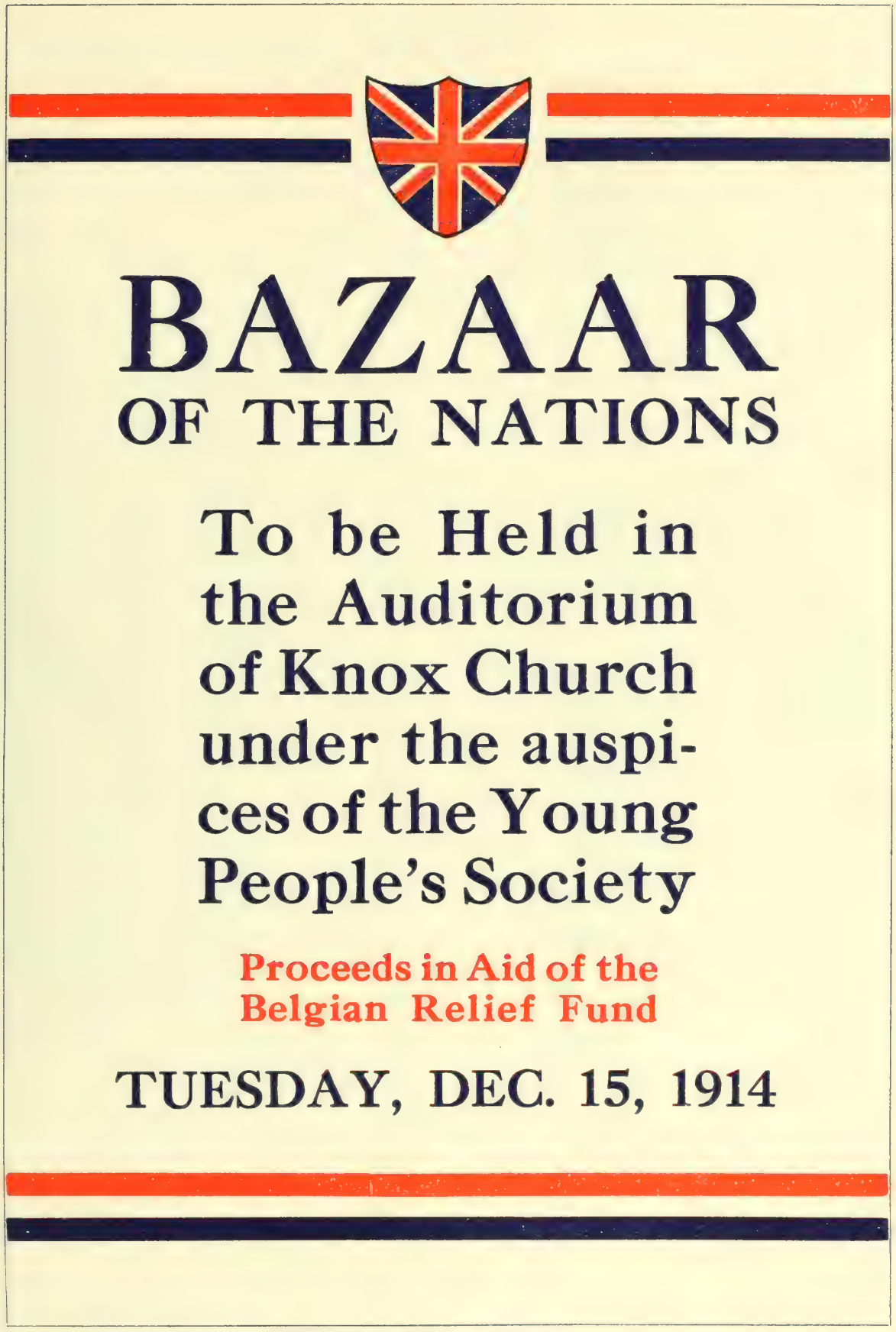
Commercial and Society Printing
STATIONERY, LOOSE LEAF FORMS
AND BINDERS, PAPER RULING, ETC.

To _____

_____

Patriotic Concert
by the choir of St. Mark's Church, Friday, Dec. 11, 1914, in the School Room





Suggestions for Patriotic Bazaar Dodger.



Business as Usual

Wall Hanger Distributed by R. G. McLean, Limited, Toronto.

"Business as Usual"

A WRITER in the "London Daily Mail" suggests that the nation's motto at the present moment should be "Business as Usual." The "London Spectator" says:

"That is sound common-sense and true patriotism. There is not one of us who cannot, without the slightest loss of health or happiness, be 'speeded up' by some fifteen or twenty per cent. If we all—men, women and children—resolve to work harder and better than before, we shall very soon overtake the losses of war. They are superficial things, if the spirit survives."

Nations fight, not with armies and navies alone, but with resources. The allies are vastly superior to Germany in natural resources, but in order to be available sources of strength, these resources must be developed. As the "Spectator" says, men, women and children must resolve to work harder and better than before.

"Business as Usual." We need business and more business, in order to provide the sinews of war, to arm, feed and clothe armies, and to provide for the families of those who fight.

"Business as Usual." Let that be our motto in Canada as well as in England and all over the British Empire. Yet not quite as usual. Let us feel that we are doing business with a purpose—not to accumulate money, but to add to the stock of useful things, useful in war as well as in peace.—*Toronto Star*, Sept. 1, 1914.

Slip attached to back of "Business as Usual" Hanger.

On the Independence of Birchville Gazette

Solan is Gratified Over the Stand the Paper Has Taken in the Municipal Elections and Incidentally Lays Down Some First Principles in Newspaper Publishing

(*Letter No. 2.*)

DEAR TOM:—Your mother and I were not a little disappointed to learn that you would be unable to help eat the Christmas turkey "under the parental roof." However, 300 odd miles is quite a trip and I can understand what you say about feeling constrained to keep a pretty close eye on the *Gazette* during these troublous times, and only relaxing moderately for the Christmas festivities. Of course we are both sorry that you cannot be with us but hope you have a most enjoyable visit at your Uncle George's. This snow will make the ten mile ride a delight, and I certainly envy you, old boy. In the meantime, Mother and I send our heartiest wishes for a very Merry Christmas and Happy New Year. Some little remembrances are going forward by parcel post, which, by the way, was one good thing that must be partly chalked up to the credit of friend Pelletier, he who tried to eliminate parliament and become high county constable of the Post Office Department.

Last month I wrote a "heart-to-heart" letter to you, Tom and I know I said some mighty straight things about the editorial policy of the *Gazette*, with particular reference to the localizing of your news and editorial columns. I must confess I had some misgivings about sending that letter and was rather relieved to know that you had taken it in the right spirit. Do you know, I notice an improvement in the paper already—a very decided improvement, too. I'm more convinced than ever of the wisdom of my logic—and yours too now. It is of vastly more consequence to the people of Birchville and vicinity who their next reeve and councillors are going to be and whether the "reform" party, as they call themselves, get in or not, than it is that General Von Kluk is endeavoring to make a forward movement in the direction of de Feate. The big city dailies are endeavoring to blanket your territory by giving their publications away at rates ranging from $1 to $2. Let *them* handle the freaks of Von Kluk and all its sidelights. In the meantime the *Gazette* will make itself indispensable by featuring local happenings and incidentally just at present making things lively for that so-called "reform" party. Its just this way, Tom. You can cover the entire county with the *Gazette*. Even supposing that in order to get the war news every one of the *Gazette* readers takes some daily paper as well. What follows? Is it possible for some one of those dailies to make the claim that by using their columns the little, old *Gazette* can be eliminated? Well, they may claim anything, but that argument doesn't hold water. The fact is, if the *Gazette* is dispensed with by a general advertiser wishing to cover Sanford County that advertiser must use every one of those 57 varieties of dailies to equal the efficiency of the *Gazette* so far as the county of Sanford is concerned. There is a line of hot shot you should never fail to use in pressing the claims of the *Gazette* upon national advertisers and agencies. Keep peppering away.

Reverting to the subject of municipal elections, in which I am still mightily interested, I cannot tell you how really delighted I am that you are giving your vigorous support to Jenkins for reeve and to the councillors who are running on his ticket. You might have gone in with Jack Moore and his crowd a heap sight easier and perhaps more profitably too, but you have chosen the best interests of the public and put behind you the present expediency. You and the *Gazette* have little to hope for selfishly if Jenkins is elected (still less if he is defeated), but you'll have the satisfaction of having done your whole duty and you'll have the benefit with other citizens of good, honest, administration of the municipal affairs. I tell you, Tom, it takes nerve to do what is right in the face of a man like Moore, but I'm mighty glad that you're following in father's footsteps in matters of this kind. You know my views. I firmly believe that the paper that doesn't place its duty to its readers above every other consideration has no right to exist. The man who will sacrifice the independence of his paper to any influence or individual for hope of personal profit or temporary prestige is a disgrace to Canadian journalism. Now don't be too badly upset if Moore gets in, Tom. You know its the old battle twixt might and right and, unfortunately, right sometimes comes out second best, but whatever the outcome, the independence and integrity of the dear old *Gazette* will be worthily maintained. Even Moore's supporters are ashamed of themselves, whether they will admit it or not. Hurrah for the *Gazette* and Jenkins.

There's just one other point of a business nature I want to touch upon in this letter, Tom, and then I'm through. Did you ever think of making *business* New Year's resolutions? Well, your old dad drew up a list of them one year and broke them all by noon on January 7. But this year I have a new one that isn't exactly a "resolution" but the new year is a good time to start. During the year that is closing the *Gazette* pursued the even tenor of its way—month in and month out it carried the same regular advertising in the usual space—just as regular as the days of the week and the seasons. Well, I'm convinced that there is a lot of extra business to be had right in Birchville if it's gone after in the right way, Tom, and I want you to resolve to get it during 1915. Clarke, of the Galt *Reporter*, was telling me a few days ago that they made a pretty good haul on that Dollar Day scheme last spring and then again last month they conducted a shop-in-Galt week that was a winner. The good feature about both was that the merchants were so well satisfied that the occasions are to be regular fixtures in future—sure repeaters. Extra advertising?—Well, I should say so—whole pages of it—and everybody satisfied. Well, when I was in talking with the editor of PRINTER AND PUBLISHER the other day he got quite enthusiastic about the special feature stunt as applied to advertising and said there were a good many occasions during the year when progressive weekly publishers like yourself could "cash in," as it were. A few days later he wrote me a note and said he would surely have a special article along that line in the January number and he said the title would probably be, "Co-operating With the Calendar During 1915." That's a mighty suggestive title, isn't it? Well, I won't say any more about it, Tom, except to ask you to be sure and look up that article and see if it is as good as the title. PRINTER AND PUBLISHER will likely be along a few days after Christmas. It's a live wire, Tom, and you'll do well to read it as faithfully as the Mohammedans do their Koran.

Next time you write be sure and enclose your financial statement for 1914. I want to see particularly how the volume of job work is keeping up and maybe I'll have a few suggestions to offer.

Your affectionate father,

Solan Saunders

Co-operating With the Calendar During 1915

A Review of the Prospects for Developing Business on the Strength of Seasons and Special Occasions—Selling Ideas to Advertisers Instead of Merely "White Space"

NINETEEN-FIFTEEN is before us, all complete and clean. What we make of it in a personal way rests largely with ourselves. So also, from a business point of view, whether or not we make it a year of greater success than any previous year is largely in our own hands. The man who goes after business intelligently and persistently will get it, whereas the man who spends most of his time "waiting for something to turn up" will in all probability be disappointed. Think *success* and put your imagination into *action* and success will come. *Think* failure and pessimism and business depression and whatever there may be of those "bogeys" you may depend upon it you will get your full share of them. *Now*—at the beginning of another year—is the ideal time for every Canadian publisher to lay his plans as completely as possible for the year that is before us. There have been opportunities for creating new business during 1914 that every one of us have failed to see until they were passed. But we are going to profit by the mistakes of 1914 during the year that is before us.

CO-OPERATING WITH THE CALENDAR.

In 1915 we are all anxious to make a fresh start in a business as well as a personal way and to do so we should study the calendar very closely, because most of the opportunities that we missed in 1914 and that we are not going to miss in 1915 bear a very close relation to the seasons and the calendar. With the magnificent variety of climatic conditions with which the Dominion of Canada is blessed, the seasons are constantly changing, and a reflection of these changes is always seen in the goods that people buy and the things that occupy their attention. Similarly the advertising columns of the newspapers reflect or should reflect the influence of the changing seasons. The extent to which this is the case depends largely on the ability and energy of the publisher to inspire the advertisers to act upon the various opportunities as they occur. For instance, some time in March a large number of people will purchase housecleaning materials from their grocer, and step-ladders and carpet-beaters from their hardware dealer, whether these goods are advertised or not. On the other hand a much larger number of people will purchase such goods and more of them as a result of timely and well-written advertising appearing in the local press. The example used indicates just one of very many opportunities that should be looked forward to and planned for in advance. Resolve now that during 1915 your advertising proposition is going to be presented in a new way. Every issue of your paper is not just so much "white space"—it's an opportunity to sell ideas and prestige.

The Publisher's 1915 Calendar.

JANUARY.

The Ideal Month for Dollar Day Sales—New Year's Day, Jan. 1—Epiphany, Jan. 6.

FEBRUARY.

Valentine Day, Feb. 14.

MARCH.

Spring Housecleaning Season—Lent—Spring Fashion Openings St. Patrick's Day, March 17.

APRIL.

All Fool's Day, April 1—Good Friday, April 2—Easter Sunday, April 5—Eastern Fashion Openings—Paint Up, Clean Up Campaign—Spring Planting.

MAY.

Opening of Season for Summer Sports—Ascension Day, May 13—Empire Day, May 23—Victoria Day, May 24—Straw Hat Day—Low Shoe Day.

JUNE.

The Month of Weddings—Opening of Vacation Season—Camping.

JULY.

Dominion Day, July 1—Civic Holidays.

AUGUST.

All Kinds of Hot Weather Advertising.

SEPTEMBER.

Schools Open—Fall Fairs—Labor Day, Sept. 6—Opening of Shooting Season.

OCTOBER.

Fall Housecleaning—Thanksgiving.

NOVEMBER.

All Saints' Day, November 1—Opening of Skating Season—Winter Sports—Dance Season Opens—Shop at Home Campaigns.

DECEMBER.

Conception, Dec. 6—Advent—Christmas Day, Dec. 25—Municipal Elections—The Month for Heavy Book Sales.

DOLLAR DAY HAS BECOME AN INSTITUTION.

Two years ago "Dollar Day" was an innovation—to-day it has become a regular institution in a number of towns and cities and in every instance it has met with unqualified approval from the public, the merchants and the newspapers which co-operated to make it a success. Newspaper advertising did it. Dollar Day has never failed to create a large amount of special advertising that more than repaid the newspaper that conducted the campaign, even though considerable supplementary expense was involved. Ask the Brantford *Expositor*, the Wingham papers, the Galt *Reporter*, Guelph *Mercury* or any of the other papers that have given Dollar Day a trial and they will tell you it is a splendid idea for all concerned. January is an ideal month for holding Dollar Day sales because in that month merchants in most lines have numerous odds and ends left over from the Christmas selling that they can afford to sacrifice. February and March are good months too, because they mark the end of the winter season when merchants are anxious to reduce stock in order to handle new spring lines. Dollar Day ought not to be regarded as merely a cut-price sale, but rather as a legitimate outlet for out-of-season goods and odd lines. As such, it is a good merchandizing feature and generally appeals strongly to the retailers.

"HOUSECLEANING" INSIDE AND OUT.

March and October are the popular months for spring and fall housecleaning, respectively. When the time approaches for the busy housewife to scour everything from cellar to garret the wise merchant will anticipate her needs by sorting up his stock in lines that will be required. The sale of these lines can be greatly increased and also concentrated within a briefer period as a result of well-planned window displays and newspaper advertising. Many a woman plans to clean house on a magnificent scale but procrastination overcomes her good intentions, and much that she meant to do is never accomplished. "I guess I didn't start early enough," she tells her neighbors. Timely adver-

tising, written so as to get action, would have inspired her to "start early enough," and to carry out her good intentions for a swift and successful raid on dirt and dust. Brooms, cleansers, soap, step-ladders, paints, curtains and blinds, etc., are just a few of the things that can be sold by means of advertising when it's time to clean house.

There is another feature to housecleaning that is distinctly modern. It's a "housecleaning" of the outside of the house and the yard and the fence and all the streets and lanes and it's an idea that, when properly organized and carried through, can be made a tremendous success. "The Paint Up, Clean Up Campaign," is destined to become an institution that will rival "Dollar Day" in popularity. It has a particular meaning for progressive newspapers beyond the extra advertising that can be secured as a result of it. It gives the newspaper an opportunity to organize and "boost" a movement that is destined to make the town or city in which it is published a better place in which to live and this is something which appeals strongly to the editorial staff of the paper.

In addition to merchants' advertising practical co-operation in the form of advertising space can be obtained from the local Board of Trade or similar organization. The latter part of April is the logical time for the conduct of the "Paint Up, Clean Up Campaign." That is when spring is asserting herself very assidiously and the winter accumulations and the broken fences and the shabby houses are eyesores that will not be tolerated by an aroused and intelligent public spirit. Good health and home patriotism and all that is clean and beautiful are enthusiastic supporters of the "Paint Up, Clean Up Campaign."

TIME FOR SPRING PLANTING.

Folowing closely on the heels of the "Paint Up, Clean Up" Campaign, and influenced greatly by it, comes the season for planting the seeds that are going to develop into beautiful flowers or delicious fresh vegetables. Spring seeding requires seeds or hothouse plants, and it also requires spades and rakes and perhaps a new garden hose and many other incidental purchases. For example, books on the subject are always in demand, though seldom advertised.

WHEN DAME FASHION CALLS.

There are not a few occasions during the year that are linked up with the dictates of fashion or with society events. Most important of these, from an advertising standpoint, perhaps because they are of a more practical nature, are the spring and fall millinery and fashion openings. In the larger cities the spring openings are usually held about the middle of March, while those held in the smaller places follow a week or so later. Then comes the Eastern opening, which is separate and distinct and results in a much greater sale of spring goods than would be the case if the two "openings" were combined. Fall openings take place, as a rule, early in September. In connection with the spring openings especially there are profitable opportunities for the enterprising publisher. If enough advertising can be secured a spring fashion number can be made a successful venture. In any case a special effort should be made to secure announcements in generous space from all the local establishments conducting openings.

June is the month of weddings and this should not be overlooked in the advertising columns. Point out to merchants who handle lines suitable for wedding gifts that while they may not reap very heavy returns from featuring wedding gifts in their June advertising that, nevertheless, June is the one accepted month for those matrimonially inclined to take action and it is therefore entitled to recognition by interested retailers. Even if the returns are small the memory of the advertising is sure to remain with those who will be more vitally interested later in the year.

Another social event is the opening of the dancing season, which takes place some time in November. This is an occasion that may not mean much additional newspaper advertising, but is worth watching. It is the opportune time to get a contract from a local caterer, for example.

PATRIOTIC HOLIDAYS.

The position in which the whole Empire is now placed should result in the more hearty celebration during 1915 of all holidays of a patriotic nature. Empire Day, Victoria Day and Dominion Day will all have an unusual significance this year. There will be more flags flying, more meetings, banquets and concerts, more elaborate programs in the schools on Empire Day. Consequently there will be an opportunity for increased sales of the things needful for a rousing celebration of each of these great national events. Newspaper advertising is the logical medium by which a merchant can direct those increased sales to his store.

RELIGIOUS FESTIVALS AND SEASONS.

There are throughout the year a number of occasions of a religious nature that bring with them opportunities for increased advertising. The most generally observed is the Lenten season, occuring prior to Easter. This is a time calling for extensive advertising of fish, eggs, nuts, cheese, vegetables and other suitable substitutes for meat. Of course Lent is necessarily a time of curtailed expenditures but the retailer can best serve those of his customers so inclined, by assisting them in their purpose to refrain from eating meat by suggesting substitutes and this can be accomplished most efficiently through newspaper advertising. Advent, being the season between Conception and Christmas Day, is another occasion similar to Lent in respect to abstinence from the eating of meat, though less widely observed. Epiphany, Ascension Day and All Saints are religious days observed as public holidays in the Province of Quebec.

VACATION, CAMPING, SPORTS.

June, July. and August are the favorite months for the summer vacation—the occasion when every man, woman and child who can pay the price counts on having some sort of a special, personal holiday. It may be a week in the country or a tour of Europe (perhaps this year California will be more popular), but whether the holiday be of long or short duration it means extra business for the merchants that sometimes more than compensates them for the falling off due to some of their customers being out of town.

Camping means business and plenty of it for the merchants who are in a position to furnish outfits and supplies. Many young men and, for that matter, many entire families, spend their vacation and often the entire summer under canvas. If they are fairly remote from the outside world the usual custom is to take a heavy stock of provisions back with them. This means a good order for the grocer. Likewise the tent man, the canoe manufacturing concern, the tobacconist, the bookstore, and some others are concerned in the preparation for camping and their ability to meet the requirements of the campers should be made known at the most opportune time in the local press.

There are a number of splendid opportunities during the year, for sporting goods' stores and others handling sporting goods to feature athletic supplies in their advertising. "In the spring a young man's fancy lightly turns to thoughts of—sport" and so does the fancy of many of the opposite sex and older people and all the small boys to a man. Baseball, tennis, lacrosse, canoeing, and many another form of recreation receives their share of attention

and supplies are needed. Illustrated advertisements are the agency that will pull the trade whither they direct and plenty of space should be used by merchants desiring to get a share of this profitable business. The same applies in almost equal degree to the fall and winter season, when outdoor winter sports and gymnasium athletics share the honors. The buyers of sporting goods are generally the livest element in the community and newspaper advertising can be made to appeal specially to them. Follow the sports editorially very carefully also.

The shooting season opens in September and the larger participation this year will mean increased business. It should be gone after vigorously. 1915 will be a year when many who have been practising rifle shooting will need very little persuasion to induce them to go out after some real game. Advertising is the ammunition that will bring in the sales.

WHEN IT'S NINETY IN THE SHADE.

Don't be discouraged in your efforts to get business when the thermometer goes up and the perspiration rolls off in big beads. Even in the sultry days that sometimes come in August there are advertising opportunities. Hot weather goods cannot be given away in December but they can be sold for real money when a warm spell comes in the summer. Study this problem and it will repay you. Dealers who advocate the use of the telephone in hot weather find it brings them increased business. The merchants' problems are your problems. Do not hesitate to make suggestions that you believe will help him sell his goods.

THE NEEDS OF SCHOOL CHILDREN.

The commencement of the fall school term after the summer vacation suggests the advertising of school books and other requirements. It is a common scene when school opens to see dozens of boys and girls crowding up to the stationery and school book counters in the retail stores. Why not encourage the merchants to advertise their stocks and urge the scholars to get their supplies in advance. The ability of school children to wear out clothes is also generally recognized. This suggests many a good advertisement by the clothing dealers of your town. And don't fail to impress the merchants with the fact that the school children of to-day are the men and women of to-morrow.

STRAW HATS AND LOW SHOES.

Two special selling days that are still in the experimental stage but that appear to have considerable merit are those devoted to featuring men's straw hats and low shoes. The two can be combined but no doubt better results could be obtained by keeping them separate. The idea is that on a certain day it is semi-officially proclaimed that all felt or stiff hats are to be stowed away, smashed, garbaged, or otherwise disposed of and their place on the heads of the wearers taken by clean, new straws. It's a game that appeals to the pride of the men about town. The novelty—one might say, the audacity—of it is another factor that ensures success from the start. Regina *Leader* worked the stunt successfully last year and probably will again in 1915. Co-operation is readily secured from all the sellers of men's straw hats.

FESTIVE OCCASIONS.

Many of the Canadian newspapers, both small and large, have just recently demonstrated what can be accomplished in the way of special advertising at the Christmas and New Year season. Some issued special numbers that were indeed commendable and showed what can be done in this line when the proposition is handled in an aggressive fashion. The Christmas number idea always results in increased advertising, but whether this plan is followed or not there is no reason why newspapers cannot get more business in anticipation of Christmas than they do. It is one of the heaviest buying seasons of the year and advertisements are perhaps more eagerly read than at any other time. Thanksgiving is another occasion when the festive board is spread with good things to eat and grocers especially should be urged to use extra space the week prior to this special season appointed by proclamation for general rejoicing.

MUNICIPAL ELECTIONS.

Here is an occasion that is too frequently overlooked by otherwise wide-awake newspapers. In the larger places space is used more generally, but in the smaller towns and villages it is not uncommon to see the election come and go without a single display advertisement. If advertising is good in helping to secure the election of candidates in larger places why is it not of equal value in the smaller municipalities? It is, but the publishers of weekly newspapers have not been fully alive to the opportunity and have failed to urge the importance and value of newspaper publicity on the candidates. There is a field here awaiting development that should not be overlooked when the election time approaches next December.

JOB PRINTING OPPORTUNITIES.

Many of the special occasions and the seasons mentioned in this article carry with them opportunities for increasing the sale of job printing. These should be studied as well as the opportunities for newspaper advertising. Dance programs and invitations, wedding stationery, invitations to fashion openings, election printing, etc., are lines that are worth following up when their respective seasons are in progress.

CO-OPERATION FROM TRADE PAPERS.

Throughout the year PRINTER AND PUBLISHER will have articles from time to time showing more in detail how opportunities that are approaching can be made the most of. In addition to this there is being given continuously by many of the best trade papers in the Dominion a co-operation that is extremely valuable. Papers like *Canadian Grocer*, which goes to about 90 per cent. of the best grocery stores in Canada, or *Hardware and Metal*, which is to be found in nearly every hardware store, both of which are published weekly, are urging in every issue the use of newspaper advertising in the local papers, and in nearly every issue one or more practical ad. suggestions are given that are frequently used by subscribers in their advertising space. *The Dry Goods Review*, and *Bookseller and Stationer*, are two other publications that are giving a similarly excellent service to the respective trades covered by them. The trade papers are the warm friends of the small city daily and town and village weekly newspapers. They are deeply concerned in all plans by which retailers may become better merchants and their business is to assist the retailer in every way in the marketing of his goods. It is significant, but not unexpected, that one of the most frequent subjects dwelt upon by the progressive and wide-awake trade papers in Canada is the immense benefit to be derived from the judicious and persistent use of newspaper space in their local papers. These facts should be a matter of encouragement to newspapers who are endeavoring to convince non-advertisers of the efficacy of newspaper advertising. Try talking to your merchants about trade papers. If he doesn't take one you will be doing him and yourself a service by inducing him to do so. All progressive business men to-day read the trade publication affecting the line of work in which they are engaged.

Co-operate With the Calendar During 1915.

Press Meetings Planned for Twelve Districts

Tentative Schedule Laid Down by C. P. A. — To Cover Ontario from East to West — Fine Program Being Prepared — Good Speakers

WHEN PLANS now under way are matured there will be arranged a series of twelve district press conferences to be held in various Ontario centres, forming a complete chain across the province from Sarnia to Ottawa. A tentative plan has been drawn up by Canadian Press Association, under whose auspices the meetings will be held. The schedule as proposed divides the series into three groups of four meetings each. Friday, Saturday, Monday and Tuesday are the days chosen for each group, thus avoiding the days usually the busiest for weekly publishers. An interval of two weeks separates each group of meetings.

The Dates and the Places.

Jan. 15—St. Thomas.	Feb. 8—Brampton.
Jan. 16—Sarnia.	Feb. 9.—Barrie.
Jan. 18—Stratford.	Feb. 19—Cobourg.
Jan. 19—Harriston.	Feb. 20—Peterboro.
Feb. 5—Brantford.	Feb. 22—Brockville.
Feb. 6—*Niagara Falls.	Feb. 23—Ottawa.

*Possibly St. Catharines.

THE TENTATIVE SCHEDULE.

The tentative plan of the series, as given out by Canadian Press Association and revised up to the time of going to press, is as follows:

Group No. 1.

Friday, January 15—Essex and Kent Printers' and Publishers' Association and Elgin County Press Association at St. Thomas.

Saturday, January 16—St. Clair District Press Association at Sarnia.

Monday, January 18—Huron Press Association, Oxford Press Association and the publishers of Perth county and Waterloo county (now unorganized) at Stratford City Hall, 10.30 a.m.

Tuesday, Janaury 19—Grey Press Association, Bruce Press Association, Wellington Press Association and the publishers of Dufferin (now unorganized) at Harriston.

Group No. 2.

Friday, February 5—Norfolk Press Association and the publishers of Brant, Haldimand and Wentworth (now unorganized) at Brantford.

Saturday, February 6—Niagara District Press Association at St. Catharines or Niagara Falls.

Monday, February 8—Halton Press Association and the publishers of Peel (now unorganized) at Brampton.

Tuesday, February 9—Simcoe and North York Press Association at Barrie.

Group No. 3.

Friday, February 19—Lake Shore Counties Press Association and Hastings and Napanee Press Association at Cobourg.

Saturday, February 20—Mid-Ontario Counties Press Association at Peterborough.

Monday, February 22—St. Lawrence River Counties Press Association at Brockville.

Tuesday, February 23—Ottawa Valley Press Association at Ottawa.

THE PROGRAM.

The nature of the program at each of the twelve district meetings has not been definitely settled but in the case of the first group a program has been pretty definitely settled and it is probable that this may be taken as an indication of what may be expected at the remaining eight meetings. The program planned for Group 1 is as follows:

"The Future of the Country Weekly," W. M. O'Beirne, Stratford *Beacon*, president, Canadian Press Association; "The Necessity of Local Organization and Some of Its Results," E. Roy Sayles, Port Elgin *Times*, Chairman, Weekly Section, Canadian Press Association; "If I Had It To Do All Over Again—Some Lessons From Forty Years' Experience," W. E. Smallfield, Renfrew *Mercury*, Chairman, Ontario and Quebec Division, Canadian Press Association; "How to Increase Local and Foreign Advertising," Lorne A. Eedy, St. Mary's *Journal*, Director, Canadian Press Association; "How the Canadian Press Association is Serving the Weekly Newspaper," John M. Imrie, Manager, Canadian Press Association.

Messrs. Sayles and Smallfield will attend all the meetings in the series. Manager Imrie will attend all the meetings in the first group and most, if not all, of those in the second and third groups. Lorne Eedy will attend the first six meetings at least. President O'Beirne will attend the opening meeting in St. Thomas, the Stratford meeting, and probably one or two of the other meetings. Hal. B. Donly, of the Simcoe *Reformer*, Past President of Canadian Press Association, will be present at the meetings at Brantford, St. Thomas, Stratford and Cobourg. It is probable W. A. Fry, Dunnville *Chronicle*, will address the St. Thomas meeting.

DISCUSSIONS WELCOMED.

The fact is worthy of special note that ample opportunity for discussion will be given at each meeting—not only of the subjects appearing on the program but also of any others that may be suggested or that may have a special relation to local conditions. It frequently proves that the portion of these conferences that is thrown open to informal discussion is of equal value to the addresses themselves in the number of points brought out. This is not said to belittle the importance of set addresses at these meetings but to emphasize that some of the most practical points having a bearing on the subjects discoursed upon by speakers are only fully developed and understood in an informal discussion in which all are invited to take part. The announcement that discussions will be in order at all of the meetings in the series, should, therefore, prove a special inducement for publishers to attend the meetings.

NO MAN IS "TOO BUSY."

The man who is "too busy" to attend these meetings, if one is held in his district, will certainly be the loser. Every job printer and newspaper publisher in the districts covered by the conferences should be present without fail at the meeting nearest his home. Membership in Canadian Press Association or in any district press association is not essential to attending the meetings; neither will anyone be placed under any obligation by attending. The invitation is being made as hearty and urgent as possible and every man interested owes it to himself to accept it.

These Letters Were Received for Publication

Make Known the Mission of the Weekly Press

Editor, PRINTER AND PUBLISHER:

Will you allow me to bring before the publishers of weekly papers a matter that I believe is of vital importance to them. I refer to the proposition that the Weekly Section of the C.P.A. employ an expert to bring before the big advertisers the field they are missing in not using the country weeklies more than they do. It means that each proprietor agrees to pay ten dollars annually or less than one dollar a month to secure the services of an expert advertising man to look after our interests. It appears to me that the reason we do not receive the recognition we merit as publishers is because we put forth no effort. Supposing we only received one new contract it would pay for the experiment. Personally, I am of the opinion it would be a good move and I am willing to try it. I have never found that I got any business unless I was willing to spend money and effort to get it. Brothers of the Weekly Section, I appeal to you to give this a trial. I feel confident it will bring results and pay us. Do not look for immediate benefit. The steady grind brings the money and a year, at least, will be needed to get tangible returns. If we do not look after our own interests in securing some of the foreign advertising contracts, the fault is ours. What we need is a specialist to compile statistics showing the ground the weekly paper covers and how fallacious it is that a few dailies and one or two large weeklies can give effective service in covering the fields we do. In closing I appeal to you to send in your name to John Imrie, manager of Canadian Press Asociation, 503 Lumsden Building, Toronto, agreeing to pay $1 per month, for ten months, and give this proposition a fair trial.

J. J. HUNTER,
Secretary, Weekly Section, C.P.A.

"Bedroom Printers" Not the Only Price Cutters

Editor, PRINTER AND PUBLISHER:

We are all interested as a rule in the examples set forth in the printing trade journals regarding the extremities of estimators—what one man considers himself justified in charging $50 for, another persuades himself that he is munificently recompensed for the sum of $40, notwithstanding a similarity of conditions. And the pity of it is that the much maligned "bedroom" man is not always the culprit.

I have seen cases where the price of one establishment (well-known print shop) was 50% less than another, which certainly gives rise to the thought that the higher price was wrong. But this is not so. On expert figures being sought the higher price was actually found to be $5 less than the expert's estimate of the same.

But to come to the case in point: A figure is asked for three thousand 6 in. x 9 in. price lists, saddle stitched. Cover to be on 2-ply tapestry board in two colors and embossed. Inside (12 pages) consisting of 2 pages with one color half tones, four pages of 3-color half tones, all vignetted, and 6pp. letterpress. Against local competition a well-known print shop rated at $100,000 submitted $120 for this production. According to specification this works out as follows:—

	Estimated cost price.
2-color design and embossing plates for cover	$ 25.00
Stock: Cover 1½ reams at $20.00 per ream	30.00
Inside 2¼ reams, 25 x 38 x 100, at 7½c	16.88
	$ 71.88
For printing (2 col.), embossing and scoring cover; for and bronze (cover), for inside gold ink used; for comprinting 12 pp. inside in blue, gold and black; for ink position, imposition and registering; for folding, inserting and stitching; for cutting and trimming; for delivery	48.12
Making a grand total of	$120.00

These figures can be verified—they do not arise from an imaginative or prejudiced mind. Verily *Pro Bono Publico* is an axiom still in the printing world.

J. W. SHORT.

Postage Rates on British Papers Adjusted

AFTER an extended controversy that gained considerable prominence some months ago the rate of postage on British newspapers and magazines coming to Canada, has been adjusted to the satisfaction of the British and Canadian Governments. Very little change has been made in the rates. The old rate was a penny a pound, with a limit of five pounds. The new rate calls for a rate of 1d on parcels weighing more than two ounces and not more than six ounces; between six ounces and 1½ pounds, including the latter, the rate is 1½d; over that weight the rate is ½d for each half pound, which is equivalent to the old rate of a penny a pound. The new scale goes into force January 1. Conditions as to size and weight of parcels remain as before.

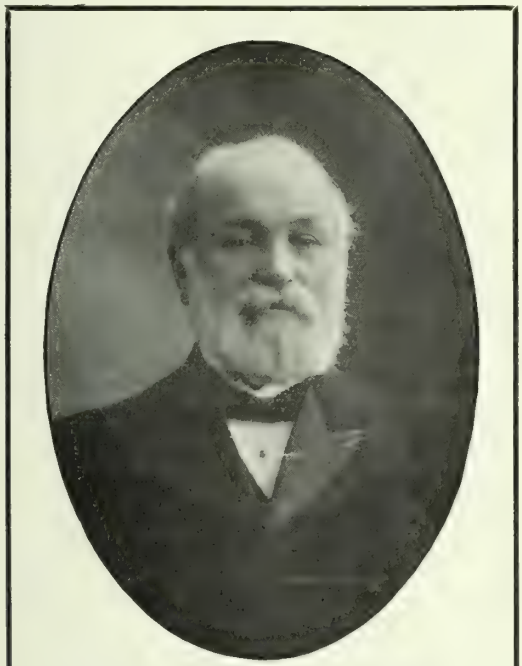
During the course of the controversy it was said on the floor of Parliament that not enough British publications found their way into Canada, as against the enormous number of United States papers and magazines that were shipped in. Just now interest in what British papers and magazines say and the pictures they carry is enormously increased.

REGARDING a letter which appeared in this department in our last issue bearing the title "Installing Printing Plants on Insufficient Capital," the supply houses interested have informed PRINTER AND PUBLISHER that in the case of the printing firm referred to adequate payment was secured on delivery of the plant and the failure of the business was not due to this cause but to financial depression existing during July which affected other interests of the owners and involving them to such an extent as to make it impossible for them to continue the printing business.

Senator Jaffray Passes Away at 83

IN THE death of Hon. Robert Jaffray, president of the Globe Printing Co. since 1888 and a member of the board of directors for another eight years prior to that, Canadian journalism mourns the loss of one of its best beloved and most outstanding characters. Not only those engaged in the publishing profession but all Canada shares the loss of this worthy son of old Scotland, who has been a resident of Canada since his twenty-first year. Honored and esteemed by the Liberal party, of which he was such an ardent admirer and untiring devotee, and in like manner by all those who were associated with him in his varied commercial and financial connections, it is gratifying to all newspapermen, and yet not unfitting, that such a large part of the ripest years of his life should be spent in actively helping to build up one of Canada's foremost newspaper enterprises. For more than thirty years Robert Jaffray was a familiar figure around the *Globe* office and all who knew him loved him. He had much to do with bringing the *Globe* to the position in Canadian journalism it now holds.

For thirty-one years after coming to Canada Senator Jaffray was actively connected with the retail grocery business in Toronto, withdrawing in 1883 owing to the pressing



THE LATE SENATOR JAFFRAY

claims of his ever-growing interests in a wider field. In 1906 Earl Grey, then Governor-General, called Mr. Jaffray to the Senate, where, until the present time, he was one of the most highly respected and influential members of the Upper Chamber. Only a short time before his death he was elected to the presidency of the Imperial Bank, and up until a few days of his death he was daily at his office in the headquarters of that institution as well as taking his usual active interest in the *Globe* office. During his lifetime he took a very active interest in Toronto civic affairs and in all work for the betterment of humanity, as well as his business and politcal interests.

Robert Jaffray was the type of man who made richer and more sincere the lives of other men associated with him. The magnificent life just closed, so full of worthy achievement and so rich in kindly sympathy should be a source of inspiration to younger men who have much of life still before them. Of him it might be written, "his life was an inspiration, his memory a benediction."

Prospects for Advertising in Connection With California Expositions

TORONTO, December 24 (Special).—John M. Imrie, manager of Canadian Press Association, returned this morning from a very satisfactory three-day trip to Chicago, the principal object of which was to place the claims of Canadian newspapers and magazines before the advertising agents having charge of the Panama-California Exposition and the officials of the railway lines interested.

Calling at Williams & Cunningham, the agency placing the advertising for the Panama-California Exposition to be held at San Diego, it was found that the particular man having charge of the account was absent in San Diego, so the information obtained was not final, but it appears that the present plans in connection with this exposition are confined mainly to using space in a few British Columbia daily papers and a few farm journals in the provinces west of the Great Lakes. The campaign conducted through the farm publications may possibly be followed by a supplementary campaign running in the dailies in the same provinces.

In the case of the railways it is probable that the total advertising from all of them will amount to more than from that placed by the expositions themselves. The visit of Mr. Imrie to Chicago was particularly timely inasmuch as he found existing an erroneous impression in the minds of some railroad officials interviewed with regard to conditions in Canada. All of these mistaken ideas Mr. Imrie succeeded in dispelling and it is likely that the more favorable impression and the more correct understanding of actual conditions in Canada as a result of Mr. Imrie's visit will influence the interested railroads to make larger appropriations for Canadian advertising in connection with the two California expositions. The extent of these appropriations will be somewhat adversely affected, however, by the fact that passenger traffic has been much below normal in the United States for several months and also because excursion rates to California during the expositions will be extremely low, allowing only a small margin of profit. This, however, should mean that an effort should be put forth to increase the volume of business and this point Mr. Imrie pressed home in every instance.

Altogether the little journey of the C.P.A. manager was one of distinct interest and benefit to Canadian newspapers and will very probably result in more railroad and exposition advertising than would otherwise have been the case.

Record of Advertising in Daily Papers for November, 1914

	Display.	Condensed.	Total.
St. John *Standard*	.....	.....	232,960
Halifax *Herald*	.....	.....	218,246
Halifax *Mail*	.....	.....	341,390
Montreal *Le Canada*	.....	.....	79,933
Montreal *Mail*	.....	.....	180,756
Montreal *Evening News*	.....	.....	175,132
Montreal *Gazette*	.....	.....	302,526
Ottawa *Journal*	.....	.....	449,316
Toronto *Star*	474,180	55,720	529,900
Toronto *Telegram*	437,640	228,620	666,260
Toronto *News*	256,340	15,260	271,600
Toronto *Globe*	267,600	68,775	336,375
Toronto *Mail*	256,480	48,300	304,780
Toronto *World*	202,860	13,020	215,880
London *Free Press*	297,920	48,860	346,780
Winnipeg *Free Press*	443,016	170,030	613,046
Winnipeg *Tribune*	336,391	31,224*	367,615
Regina *Leader*	293,530	67,746	361,276
Regina *Province*	215,053	66,070	281,123
Calgary *Herald*	346,679	107,814	454,493
Calgary *Albertan*	168,634	56,712	225,346
Calgary *News*	235,343	56,285	291,628

*Count Lines.

HAPPENINGS OF THE MONTH

Among the Job Offices.

Fire did about $400 damage to the premises of Sweeney & Ferris, job printers, 602 Main Street, St. John, N.B., completely covered by insurance.

Reports from Saskatoon, Sask., state that trade in December was much better than in recent months, partly due to Christmas work and the municipal elections.

Chester B. Ames, a former manager of the Graphic Arts Board of Trade of Toronto, but latterly in other work outside the printing business, suicided by shooting on a Mississippi River Steamer on December 5.

A report from Halifax says that trade in job printing in the Maritime Provinces is exceedingly quiet, and collections are below normal. This state of affairs is difficult to understand as retailers are finding trade in their lines fairly good. However, it is hoped that conditions will improve after the first of the year.

Jack Fisher, of the Guelph *Herald* job department, on leaving for London to join the new overseas battery of artillery, was presented by employees of the department with a wrist watch. Captain William Simpson, commanding the battery, was until recently also a member of the *Herald* staff, and was a few days ago presented with a pair of Colt revolvers.

London master printers find business "not so bad." The general attitude is "can't complain." Disturbed conditions have affected some lines, of course. Strange as it may seem, calendars is not one of these. The Canada Calendar Company, Clarence St., for instance, has orders running into a big sum for 1916. Talbot & Co. also find this line keeping up to the mark. Talbot's Christmas Echo this year is a 24-page book with many fine samples of color printing, as well as a color supplement. The sale is reported quite up to other years.

Ernest Cinq Mars, King's Printer for Quebec, who was formerly a lieutenant in the 85th Regiment of Montreal, has been promoted to the rank of captain, and will leave for the front with the second Canadian contingent as a staff officer on the intelligence department. Capt. Cinq. Mars has already been to the front, as a war correspondent for *La Presse*, Montreal, and only returned to Canada about a month ago. On his return Captain Cinq Mars told his friends that he intended to return to the front again, but as a soldier, and has apparently lost no time in making good his promise.

Rev. J. J. Redditt, assistant steward for the past seven years at the Methodist Book Room, Toronto, died at his residence, 18 Summerhill Ave., on Saturday, December 19, after a long illness. Mr. Redditt frequently represented the Methodist publications at meetings of the Press Association and was also a prominent figure in the activities of Toronto Master Printers and Binders' Association, of which he was immediate past president. He was, therefore, well-known among both printers and publishers, and was universally esteemed for his sound judgment and kindly manner. He was one of the hardest workers in the publishing house and had much to do with the planning and erecting of the new building that is now nearing completion. He had been suffering from cancer for some months but bore his suffering in silence, requesting that the fact of his illness be not published. Mr. Redditt was a prominent figure in Canadian Methodism and prior to his connection with the Book Room occupied several important pastorates, being elected President of the Toronto Conference twelve years ago. He leaves a wife, two sisters and three brothers.

With the Newspapers

GENERAL.

Robert J. Burdette, an old-time newspaper man, humorist and preacher, died at his home at Pasadena, Cal., November 19, aged 70 years.

Germany has announced that an official newspaper will be published in French for the inhabitants of the invaded French provinces.

The case against the proprietors of "Nature's Creation" socalled cure for consumption, was disposed of recently in the Toronto Police Court, the defendants being charged with wrongfully advertising the medicine as a cure for consumption. Considerable expert evidence was given to the effect that the remedy as such, was entirely worthless, and C. A. Barnes was fined $200 and costs, and the other members of the company, $5 and costs a piece. Notice of appeal was given.

MARITIME PROVINCES.

Jack Quigley, of Sydney *Record*, has enlisted in the artillery division being recruited there.

Archie Williams, formerly of the *Daily Mail*, Fredericton, has joined the artillery for service abroad.

E. R. Hansen, formerly on the editorial staff of the St. John *Globe* has joined the staff of the *Evening Times*.

Rev. J. H. MacDonald, for the past few months editor of the *Maritime Baptist*, of St. John, has been appointed to accompany the New Brunswick Battalion to the front as Chaplain.

Wm. D. Ryan, formerly of the staff of the St. John *Daily Telegraph*, but late with the Regina *Leader*, returned home a few days ago to spend Christmas, but his friends will regret to learn that he was attacked with appendicitis while here. He is recovering slowly after an operation.

Alexander West, a native of Halifax and Nova Scotia's veteran printer, died in his native city December 3 at the advanced age of 94 years. The late Mr. West was an employee of Halifax *Chronicle* for over 50 years. He learned his trade on Halifax *Recorder*. He was an "all-round" printer of the old school, being well versed in the art of composition, press-work, roller-making, etc.

Frank X. Jennings, formerly sporting editor with the St. John *Times*, has severed his connection with that paper and joined a battery of artillery for foreign service. Before leaving his associates on the staff presented to him a handsome military wrist watch. A similar presentation was made to Kenneth Finley of the press-room staff and to Gordon Smith of the composing room, each of whom has joined the New Brunswick infantry regiment for overseas duty.

The press of New Brunswick was particularly active in the interests of recruiting for the regiment to represent this province at the front. Representatives of the several St. John papers convened with J. T. Hawke, of the Moncton *Transcript*, and decided upon a plan of action which was vigorously executed, and which resulted in many men answering the call to arms. F. B. Ellis, city editor of the St. John *Globe* was made chairman, and H. V. McKinnon, managing director of the St. John *Standard*, secretary, and it was decided to have prepared a series of advertisements stating the reasons for recruiting, the provisions for the men and their dependents and other practical information. A representative of each daily paper in the province was placed on the committee, and when the campaign was closed with 1,150 men successfully recruited there was generous praise for the work done by the press. It was regarded by the papers as a sort of contribution to the good work, their giving of at least 50,000 lines of valuable space, but it showed what a powerful instrument modern advertising when properly handled can be.

QUEBEC.

The North End Publishing Co. Montreal, recently issued a paper for relief purposes in that section of Montreal.

James Larkin, formerly managing editor of the Ottawa *Journal*, is now in the employ of the Government at Ottawa.

A hockey team at Woodlands near Montreal, has taken the name of the local paper, and called itself the Echo hockey team.

Hon. W. S. Fielding, president and editor-in-chief of Montreal *Journal of Commerce* celebrated his 66th birthday on Tuesday, November 24.

Walter Gordon, formerly city editor of Montreal *Gazette*, but

now with the *Journal of Commerce*, is going to the front with the second contingent.

J. Herbert Hodgins has joined the staff of the Montreal Evening *News* as assistant telegraph editor. He was formerly on the staff of the *Financial Times*.

J. H. C. Gainfort, well known in Montreal newspaper circles, and until recently connected with the *Gazette*, has joined the staff of the *Journal of Commerce*.

Captain Reid, R.E.(T), formerly military editor of the Montreal *Herald*, who left for England several weeks ago to join the intelligence department of the War Office, has been promoted to the rank of Major in the regular army.

R. L. Werry, for thirteen years on the staff of Montreal *Witness*, and until three years ago connected with the Hugh C. MacLean Publishing Co. in Montreal, has resigned as secretary of the Montreal Builders' Exchange, and may return to newspaper work.

George Hannah, formerly of Montreal *Witness* and *Star*, but more recently of the *Journal of Commerce*, who is a lieutenant in the Huzzars, has resigned his commission to become a private in the artillery, and will leave for the front with the second contingent.

Pierre Chevassu, at the time of his departure for the front, private secretary to the Mayor of Montreal and prior to that connected with various Montreal newspapers, has been granted a two months' leave of absence, his health having given out after a period in the trenches.

"The Chocolate Soldier" was presented at the Princess Theatre, Montreal, during the first week of December, under the auspices of the Montreal Press and Advertising Club, a percentage of the profits being devoted to the purchase of tobacco for the soldiers of the second contingent.

Alexander Shaw Marshall, reporter on the *Times Union*, Albany, N.Y., was found dead in a park in that city, Tuesday, Dec. 1. He came to Canada from Scotland, and was connected at various times with the Montreal *Witness*, *Star*, and *Gazette*, and the Ottawa *Journal*. He was also connected with several Western newspapers.

Among the members of the Montreal Daily *Mail* staff who are on their way to the Front are E. W. Waud, sporting editor, who joined the Highlanders, C. Scott, assistant telegraph editor, who went with the Artillery, and C. M. Hibbard, of the reporting staff, who went with the Army Service Corps. H. S. Wingard, and Gordon E. Leighton, who, as stated last month, left the stac of the *Mail*, and went to Salisbury Plain with the First Contingent, has been promoted to sergeant and corporal respectively.

Reuben Brainin, for the past three years editor of the *Jewish Daily Eagle*, Montreal, has tendered his resignation and is organizing a new company, composed of prominent Montreal citizens with the object of publishing a new and strictly up-to-date daily newspaper for the Jews of Canada. It will be called *The New World* (*"Die Neue Welt"*) and will be printed in Yiddish. The paper will also publish a weekly supplement in English, in which writers like Israel Zangwill, Dr. Max Nordau, Professor Sloush (of the Sorbonne, Paris), Professor Kallem (Chicago University), Professor Neumark (Cincinnati), and others will collaborate. The new publishing company will also issue a weekly in pure Hebrew, which will be the only one on the American continent. This weekly will also be edited by Mr. Brainin, who is President of the Hebrew Renaissance Movement of Canada and the United States. Reuben Brainin, who was born in Lody, Russia, edited the *Hamelitz*, the first Hebrew daily in St. Petersburg (Petrograd), at the early age of nineteen. Since then he has edited and contributed to the most important Hebrew and Russian periodicals. His collected Hebrew works, comprising twenty-five volumes, will shortly appear in Warsaw. Some of his writings have been translated into most of the European languages. *The New World* will have the unique distinction of being the only Jewish daily in all Europe or America to have at its head an author and journalist of the literary renown of Reuben Brainin.

ONTARIO.

Elora *Express*, R. E. Mills, proprietor, has just entered upon its twelfth year under the present management.

Strathroy *Age* is erecting a two-storey, red brick building at the corner of Front and Caradoc streets, to house its plant.

James Walker, formerly of the staff of Brantford *Expositor*, but now a resident of Cleveland, visited his old home recently.

Chatham *News* published a combined Christmas and Industrial Edition on December 19, which was well patronized by advertisers.

J. J. Larkin, formerly of the editorial staff of the Ottawa *Journal*, is now connected with the department of Militia and Defence.

Frank Dunham, formerly managing editor of the Camrose (Alberta) *Canadian*, has been appointed business manager of Stratford *Herald*.

The Northern Hockey League at its annual meeting in Listowel elected as its first honorary president W. J. Blackburn, manager of London *Free Press*.

A. Logan, editor of Wiarton *Echo*, suffered a fractured rib as a result of a fall in his house, and was kept from business for a couple of weeks in December.

W. G. Jaffray was elected president of the Globe Printing Co. at a meeting of the directors on December 21, in succession to his father, the late Senator Jaffray.

Briton B. Cooke, formerly managing editor of Toronto *Daily Courier*, has joined the staff of Toronto *World*, where he holds the position of assistant city editor.

Ralph Smith, a son of W. L. Smith, editor of the *Weekly Sun*, Toronto, was drowned in Lake Nipissing, December 4. Mr. Smith was a despatcher on the T. & N. O.

George F. Donnelly, proprietor of Athens *Reporter*, died at his home in Athens. He had been identified with the *Reporter* for thirty-two years, being sole proprietor since 1903. He was fifty-five years of age.

Arthur W. Jackson, formerly a newspaperman of London, Ont., but now industrial commissioner and secretary of the Windsor Board of Trade, has announced that he will contest the mayoralty of the border city.

The Thamesville *Herald* raised an additional $42 for the Belgian Relief Fund, making about $150 in all. Thamesville *Herald*, which has previously been set in 7-point, appeared in a new "dress" of 8-point on December 17.

Lieut. D. G. Maclean, for the past year assistant commercial editor of Toronto *Globe*, will go to the front with the second contingent. On December 14 he was presented with a pair of fieldglasses by his associates on the staff of the *Globe*.

The Canadian War is the title of a new weekly publication being brought out in Toronto by a number of well-known journalists. It is to be sold for five cents and all profits are to go to the war funds. It will be written and edited voluntarily.

T. H. Smith, of the London *Advertiser* editorial staff, is on a trip to England and will bring back his wife who has been visiting her old home for some months. Miss Isabel Armstrong, formerly of the *Advertiser* staff, is taking Mr. Smith's place on the City Hall beat.

St. Mary's *Journal* has installed a new model 5 linotype. The machine takes the place of a Rogers typograph. It is proposed to use the linotype on job work as well as news matter. The *Journal* has made a change in appearance, supplanting district news on page 1 by news of the day which will carry good heads.

William Meek, a veteran printer and publisher, died December 17 in London. Mr. Meek began his career with the Montreal *Witness*. Later he was one of the publishers of the Kingston *News*, *Hastings Chronicle*, Belleville, Ont., St. Catharines *News*, and for a time mechanical superintendent of Kingston *Whig* and Windsor *Record*.

The appointment as secretary to the new Minister of Public Works in the Ontario Government, G. Finlay Macdiarmid, has gone to H. M. Passmore, legislative reporter for Toronto *Evening Telegram*. Mr. Passmore has long been mentioned as a possible appointee, owing to his long experience in Parliamentary work. He has served thirteen years as legislative reporter, and has also had some experience in the press gallery at the House of Commons.

On the occasion of his marriage M. B. McDonald, city editor of Toronto *Mail and Empire*, was presented with a suite of "den" furniture. The presentation was made by Mr. C. A. C. Jennings, editor-in-chief, on behalf of the staff. Mr. MacDonald was congratulated on the step he was taking in life and was assured that every member of every department in the institution wished his bride and himself every happiness. Mr. McDonald was married to Miss M. Henderson December 3. A few days prior to the staff presentation Mr. MacDonald was the guest at a dinner at the American Club, attended by 100 prominent journalists, transportation men and others. A handsome cabinet of silver was presented, Joseph T. Clark, of the *Star* making the presentation. Frank Nelson, of the *Globe*, was toastmaster.

St. Mary's merchants held a very successful "Shop in St. Mary's Week," December 5 to 12, the idea being to advertise the virtues of the town as a shopping centre. The merchants offered special values and advertised extensively in the local newspapers. Coupons were given with every 50-cent purchase and cash prizes were given the persons making the best guesses of the number of coupons issued. Special prizes were also offered for the farmer bringing the greatest load of shoppers to the town and the person driving the longest distance. The merchants were well pleased with the results.

Charles C. Farr, the founder, and, until within the present year, the editor of Haileybury *Haileyburian*, the only newspaper in the District Capital of Temiskaming, died at his home at Haileybury on November 25, at the age of 63 years. Mr. Farr came to New Ontario when the country was an unbroken wilderness, as factor for the Hudson Bay Company at Lake Kipawa and later at Fort Temiskaming. While at this work he evolved the idea, which he lived to see realized, of a big settlement on the west shore of Lake Temiskaming, and for years all his energies were devoted to the furtherance of this idea. He obtained the squatters' rights to the land on which the town of Haileybury now stands, and commenced the agitation which ultimately resulted in the building of the T. & N. O. Railway. With the coming of the railway, and the

attendant discovery of the wonderful Cobalt mines within four miles of Haileybury, the latter place experienced a boom such as few towns have seen. Mr. Farr was first mayor of the town, and was always actively identified with the progress and welfare of his town. Mr. Farr was born in England, the son of a Church of England clergyman, and was educated at Haileybury College, the school founded by the East India Co. for the training of men for their service in India. He was a man of more than ordinary literary ability, and his writings, which were long a feature of the *Haileyburian*, were in their straightforward forcefulness, entirely characteristic of their author. "The Founder of Haileybury" will be long and kindly remembered by the people of the North country

SASKATCHEWAN.

B. J. Saunders has succeeded P. G. Wilson at Napinka.

H. S. McKee, editor and manager of Kamsack *Times*, has volunteered to go with the second contingent.

Thos. H. Keays has disposed of the Kindersley *Clarion* to Messrs. Ditson & Poole. Mr. Keays has accepted a position on the staff of the Canora *Advertiser*.

J. W. Scott, founder of the Kamsack *Times*, is starting a new paper at Turtleford, one of the new towns on the branch of the C. N. R., 55 miles north of Battleford.

Saskatoon *Pheonix* will move its entire plant about the middle of January from its present location at the corner of Second Avenue and 22nd St. to the Connaught Building on Third Avenue.

Wm. Laurie, editor and manager of the *Saskatchewan Herald*, Battleford, has been elected mayor of Battleford by acclamation. The previous holder of that office was also a newspaperman.

Swift Current *News*, which suspended publication the second week in November last, is being put on its feet again by W. E. Sharp, who has purchased the business from A. W. Snider. The first issue of the paper under the new management will be issued January 7, and will witness the adoption of a new name, *The Herald*. Mr. Sharp was for the past five years proprietor of Melfort *Moon*. A. S. Bennett, at present editor of Melfort *Moon*, will be associated with Mr. Sharp in the publication of Swift Current *Herald*.

ALBERTA.

W. M. Davidson, editor of Calgary Albertan, is a candidate for school trustee.

H. E. Osmond, of the Didsbury *Pioneer*, has been elected mayor of Didsbury by acclamation.

The formal opening of the new home of Medicine Hat *News* took place on Saturday, December 19.

The Castor *Advance* intends to start the New Year with a strictly cash-in-advance subscription list, and is offering 25 per cent. discount on arrears.

A. R. Ennis, of the Leduc *Enterprise*, and A. A. P. McDowall, of Daysland *Press*, have been elected by acclamation to their respective municipal councils.

J. A. Carswell, of the Red Deer *News*, and secretary of the Alberta and Eastern British Columbia Press Association, has been elected by acclamation mayor of Red Deer for 1915.

F. W. Galbraith, of the Red Deer *Advocate*, has sold an interest in the business to Fred Turnbull, a former partner of his in the *Advocate*. Mr. Galbraith intends to devote more time to his farm.

Edmonton *Daily Capital* has ceased publication on order of the official assignee. The *Evening Bulletin* has made arrangements to supply all *Capital* subscribers and readers with the *Bulletin* until their *Capital* contracts expire.

The Rocky Mountain House *Mountaineer* has been purchased by the *Guide*, which had previously purchased the Sylvan Lake *Times*, in the same Red Deer district. J. D. Skinner, of the *Guide*, has moved the *Mountaineer* plant to Munson, Alberta, where a paper was formerly published.

After two years as editor of the Medicine Hat *Morning Times*, C. F. Jamieson has retired and will give his attention to private financial interests, with headquarters in the Royal Bank Building. Mr. Jamieson remains one of the largest stockholders in the Times Publishing Company and also a member of the board of directors. Mr. Jamieson has been editor of the paper since it branched out as a daily. The vacancy has not as yet been filled.

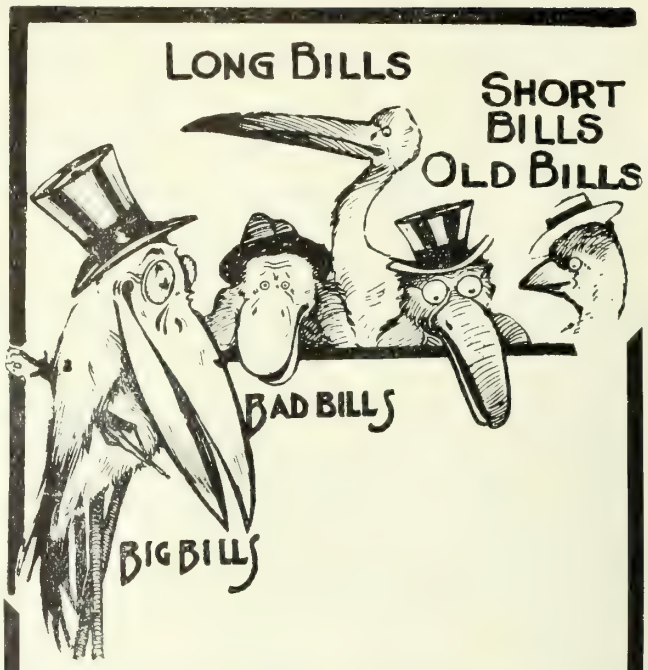
BRITISH COLUMBIA.

The Delta *Times* has suspended publication indefinitely.

Thomas Cockburn, editorial writer on Vancouver *World*, died suddenly December 22. He was about 50 years of age.

J. R. Thompson and L. P. Sullivan have leased the plant and business of Cranbrook *Herald* and will continue publication of The *Herald* as a separate paper, the amalgamation with The *Prospector* having fallen through.

Continued on page 50



COLLECTIONS

Newspaper and Magazine Accounts a Specialty

The following letter from Mr. Young is one of many received from satisfied publishers and speaks for itself:

C. W. YOUNG Proprietor, CORNWALL, ONT.
July 4th, 1914.

Canadian Mercantile Agency,
Central Chambers,
Ottawa, Ont.

Gentlemen:

I beg to acknowledge your favor of June 30, with cheque for collections on newspaper subscription and advertising accounts, which with cheques for previous collections, makes $254.40 collected to date, and which comes in very handy these tight times. The majority of these accounts were for small amounts, and fairly good, but there were some old-stagers, which I had exhausted every other means of collecting. I certainly congratulate you on your methods, as there doesn't seem to be any hard feeling over paying up, and very few subscribers have discontinued.

I have no hesitation in recommending your company to other publishers as a most effective means of straightening out a subscription list.

Yours truly,
C. W. YOUNG.

During these tight money times do you not think the money will look better in your bank account than in unpaid subscription?

Our charges—25 per cent. of the amount received, with a minimum fee of 50c., or in other words, 50c is the smallest charge we make on any one collection. No charge of any kind for uncollectable items.

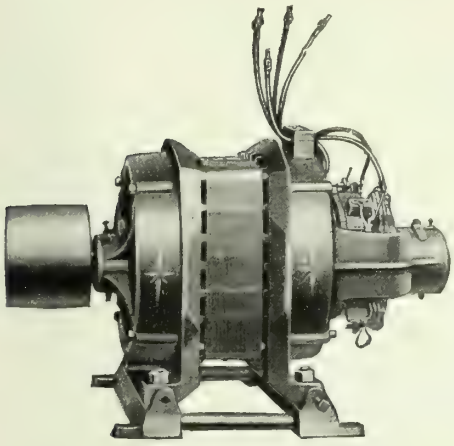
Write for blank sheets to list your delinquents on; circulars or any further references you may require.

THE CANADIAN MERCANTILE AGENCY

Collectors of Honest Debts Everywhere

OTTAWA, ONT.

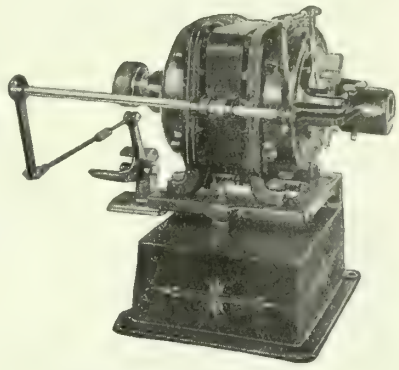
Your entire plant or a single press will earn one-fourth more if it's Kimbleized!



Kimble Cylinder Press Motor

There is an increase in earning power of 25% when individual Kimble Motor Drive is used. This is conservative. It is based on figures and facts gathered from a great number of users of Kimble Motors.

This "quarter-more" earning power — or one-fourth more profit—is made possible by a few distinct features of Kimble Motors:—



Kimble Job Press Motor

First—Kimble Motors are built specially for printing presses—job or cylinder.

They have a wide range of speeds which can be regulated in easy, gradual graduations, thus assuring *the right press speed for every job.*

Consider what this right press speed means!—*less use of the throw off—less spoilage—a greater number of impressions per hour!*

Kimble Motors are the only A-C Motors on the market *that reduce current consumption in almost direct proportion to press speed reduction.*

A press is usually operated at 60% of maximum. A Kimble Motor will save *nearly all* of the remaining 40%—in fact easily 25 or 30%. In all other A-C motors you pay for the *maximum* even if your press is operated at *minimum* speed. A Kimble *saves* the difference.

This saving on current alone represents a tidy sum chopped off the monthly current bill.

Kimble Motors increase the *efficiency* of each press fully 20% over ordinary alternating current motor drive—and at least 35% over line shaft drive. Kimble Motors give you *any* speed, from 500 to 3000 I.P.H. Kimbleizing increases the efficiency of the feeder too. He can start the job cold—and as he becomes familiar with the stock and the rollers get warmed up, he can gradually, by a pressure of the toe, increase the speed step by step until he's feeding like lightning without a miss.

A LETTER FROM A KIMBLEIZED OFFICE

Kimble Electric Co.,
Chicago, Ill.

Dodge City, Kans.
November 16, 1914.

Gentlemen:—

I have your letter of the 14th inst., the last of several follow-up letters, urging me to "Kimbleize."

This is to advise you that I "Kimbleized" my office some months ago by the installation of a motor purchased through the local electric company, and that I am both satisfied and contented with my action, as the motor fully backs up your every claim.

I recently printed an order of 27,500 impressions on a 10x15 press at an average speed of 1500 per hour. This was for duplicating books and required close register. It was numbered on the press, but I stopped only twice to reset the numbering machines after spoiling a sheet by faulty feeding. As the press-time included time spent in dumping and replenishing the feed boards, stopping for oil, etc., my actual running time was considerably in excess of 1500 per hour. This, to me, is a very satisfactory performance, as it is about 40% increase over what the average country office turns out, on such a job.

Very respectfully,
W. H. Jacoby.

Like results can be obtained in your shop when it is Kimbleized. You may increase the earning power of your entire plant or a single press 25% by Kimbleizing.

Valuable facts about the drive for printing plant machinery are given in the Red Catalog. Write for one.

KIMBLE ELECTRIC COMPANY

Printing Press Motor Specialists.

CANADIAN AGENTS

All points east of Port Arthur and Fort William :—

MASCO COMPANY LIMITED, 55 Church Street, Toronto, Ontario

All points west of Port Arthur and Fort William :—

MAINER ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man.

KIMBLE MOTORS

KIMBLE MOTORS

Make this your ledger Entry for 1915

NAME:- Reliance Engraving Co.

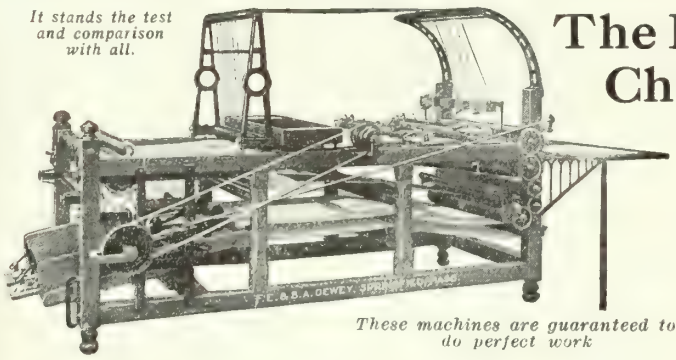
ADDRESS:- 64 Temperance St. Toronto.

TERMS:- Same as others — quality better.

To all our engraving work | 19 | 15

Engravings
or Engraving
Poor Engravings

It stands the test and comparison with all.



These machines are guaranteed to do perfect work

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863
Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.,

Agents: Miller & Richard, Toronto, Montreal, Winnipeg and Vancouver

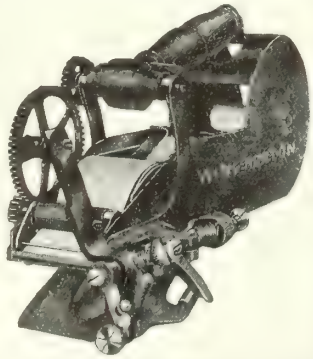
Wing-Horton Mailers

ARE THE BEST
THE WORLD OVER

They are for sale by all Printers' Supply Houses.

TORONTO TYPE FOUNDRY CO., Ltd.
TORONTO, - ONTARIO
General Agents for Canada

CHAUNCEY WING
Manufacturer
GREENFIELD, - MASS.



ROSER'S PIGSKIN LEATHER

is tanned by the best oak-bark process, it has a strong fibre, and it is free from any injurious acid. This insures a leather of the greatest durability, and bindings made from it are permanent.

Manufactured by

HERMANN ROSER & SON

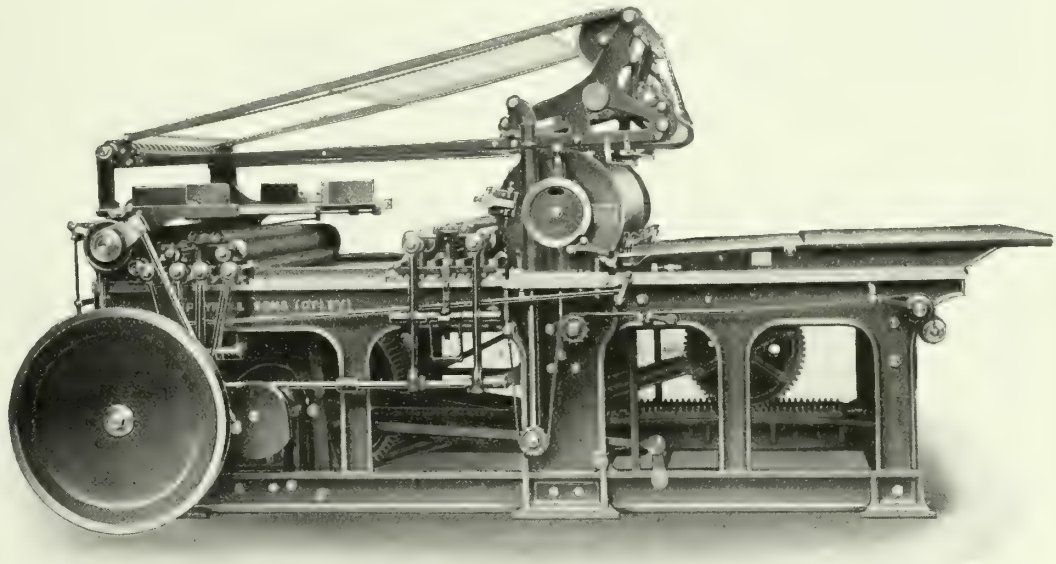
ESTABLISHED 1854 GLASTONBURY, CONN.

Say you saw it in PRINTER & PUBLISHER.

PAYNE & SONS, LIMITED

MANUFACTURERS OF THE

WHARFEDALE PRINTING MACHINERY



This illustration shows a 25 x 38 Perfection Wharfedale. Unsurpassed for

Durability

Perfect Register

Excellence of Inking and Distribution

A demonstration can be arranged in Montreal to suit customers' convenience.

Sole Agents for Canada

JOHN DICKINSON & COMPANY, Limited

MONTREAL
216 Lemoine Street

TORONTO
77 Wellington St. West

BRITISH COLUMBIA.

Continued from page 46.

The publication of a new paper has been commenced at Prince George. It is called the *Post* and is edited and managed by J. B. Daniel, who has had long experience in newspaper work in the interior of the province. In politics the *Post* is independent.

In his last will and testament Hon. William Templeman, late proprietor of Victoria *Times*, appointed R. L. Drury, J. Kingham and A. B. Fraser, executors and trustees of his estate. At the request of the trustees, Robert Dunn, sr., has assumed the general management, and with him will be associated B. C. Nicholas as editor, and H. R. McIntyre as business manager. The policy of the paper will continue unchanged.

Vancouver, Dec. 18.—The property of the World Printing & Publishing Company is to be sold by the court to satisfy the debenture-holders' claims, after a full inquiry has been made into the state of the company's affairs and a report by the Registrar of the Supreme Court has been made. An order to this effect was made by Chief Justice Hunter to-day on an application by Douglas Armour on behalf of the debenture-holders. The order is for judgment for the inquiry, sale of the property, and payment of the proceeds into court for debts. "The receiver," said Mr. Armour, "has to-day debts of $40,000, and nothing with which to meet them except book debts of $20,000. Things appear to be in a hopeless condition, and the receiver now wants an order to allow a sale to proceed of the property as a going concern."

A NEW DEPARTURE IN ORGANIZATION WORK.

SECRETARIES and active organization workers know the difficulty in getting the bulk of the membership out to organization meetings and realize that this is a loss to both the members and the organization through failure to cultivate sufficiently the growth of good fellowship and trade friendship. The Graphic Arts Board of Trade of Toronto seems to have solved the problem in a novel way as shown by their meeting of December 3, which was in acceptance of an invitation of the Southam Press, Limited, to the Board and its friends, to participate in a Smoker and Informal Reception in the offices of the Southam Press. The affair was a big success as a gathering of fifty-five of the active members of printers and allied trades assembled and took part in what proved to be a unique entertainment.

While the visitors were gathering there was some piano music and a game of parlor quoits was started which became so interesting that practically everyone took part in it. The entire Southam plant was illuminated and the foremen and assistant foremen were in attendance and showed several parties of visitors over the plant explaining to them its methods and management and special facilities. Then followed a musical entertainment consisting of piano solos by W. E. Harrison, who also acted as accompanist for the vocal numbers. Several selections splendidly rendered by the male quartette, consisting of Messrs. Gorey, Milne, Rigby and South, the members of the quartette also giving several solos. Clarence Edwards sang a couple of tenor solos in a manner which greatly pleased his audience. Geo. Fleming very effectively recited Kipling's "Gungha Dhin." One of the features of the evening was a baritone solo by Jas. Milne who sang a song entitled "A Printer Bold," especially written for printers. Jas. Wilson made a few humorous remarks on "The Ways of Some Salesmen" and there was spirited chorus singing by the entire assembly. The evening was brought to a close by the serving of light refreshments and the singing of the national anthem.

Trade Notes

54 INTERTYPES A MONTH DURING 1914.

THE International Typesetting Machine Company, manufacturers of the Intertype, report the sale and delivery of fifty-four machines per month during the past year, in addition to an enormous business in matrices and parts for linotypes. A substantial part of this business was done in Canada, through Miller & Richard, as well as in England and Australia.

DIARY ISSUED BY CANADA PAPER CO.

FOLLOWING their custom of previous years the Canada Paper Co., Limited, of Montreal, Toronto and Windsor Mills, P.Q., have issued a very useful diary covering the needs of a business man for an entire year. Each page is devoted to one week, ample space being allowed for making notes under each day throughout the year. The inside back cover contains a calendar for the last four months of 1914, all of 1915 and the first four months of 1916, thus linking up the three years. Incidentally the diary is made up of actual samples covering the wide range of printing papers made and sold by the Canada Paper Co. Limited.

HAMILTON POSTER STAMPS.

A series of very attractive poster stamps has been issued by the Hamilton Mfg. Co. Four of these little advertising messengers emphasize respectively the Hamilton Jointless Galley, Modern Methods of Page Storage, Hamilton Wood Type, and "Rejuvenate Your Plant With Hamilton Equipment."

ROLLAND PAPER ISSUES FINE CATALOGUE.

Rolland Paper Co., Limited, Montreal, have just issued a particularly fine catalogue covering its whole range of papers. Both in point of appearance and the convenience with which it may be referred to there is perhaps no better catalog issued by any paper house either in this country or the United States. A request from any Canadian master printer will bring a copy by return mail. The address of the Rolland Co. is 384 St. Paul St., Montreal.

NEW BOOKLET OF LINOTYPE FACES.

"LINOTYPE FACES" is the title of an attractive booklet issued by the Mergenthaler Linotype Co. as a supplement to their one-line specimens. The booklet included a display of the latest faces designed for the Linotype and in sizes from 6 to 42 point. The Toronto Office, 35 Lombard St., have a supply of these booklets on hand for any interested in the new faces.

A. F. MACKAY'S NEW POST.

A. F. MacKay, who has been connected with the Lanston Monotype Machine Company, Philadelphia, for a number of years as promotion and advertising manager, has resigned, and on January 1 will become associated with the manufacturers of the Harris Off-set Press, in Niles, Ohio, as general manager.

RECENT LINOTYPE INSTALLATIONS.

WEYBURN (Sask.) *Herald*, recently installed the Model 8, three-decker. The Dominion Government Printing Dept., Ottawa, are putting in three of the same machines. Glace Bay, (N.S.), *Gazette* and St. Catharines, *Standard*, have each installed the Model K., two-decker. Kemptville (Ont.) *Advance*, and Essex (Ont.) *Free Press*, have put in the Model 5. Prince Albert *Herald* and Edmonton *Bulletin*, have added the Model 14 to their equipments. The Model 14 is a three-deck machine with an auxiliary magazine included, giving it practically the scope of a four-decker.

INTERTYPE MANUFACTURERS NOT INSOLVENT.

AS THE result of an equity suit brought by the International Banking Corporation and the Central Trust Savings Co., to recover claims amounting to $61,456, Judge Hough, in the Federal Court, on Wednesday appointed Erskine Hewitt as receiver of the International Typesetting Machine Company, of which Herman Ridder, editor and owner of the New York Staats Zeitung, is president.

The company has an authorized capital stock of $4,000,000, of which $2,977,300 is common stock. An issue of $1,000,000 in gold bonds is secured by a mortgage upon all the assets of the company given to the Guaranty Trust Company as trustee. It has outstanding $529,000 in gold notes.

In a statement to PRINTER AND PUBLISHER Mr. Ridder said:

"In reference to the application for a receivership for the International Typesetting Machine Company, I would say that the company is not insolvent, but is suffering from difficulties due to temporary causes which have made a temporary receivership advisable for the protection of all concerned.

"By the intervention of a receivership, it is expected that all its difficulties can be successfully met, and its business placed in a strong position. The company is in the hands of a few men of large resources, who are prepared to give it the necessary financial backing."

Frederick Sabel & Co.

Solicit Canadian Inquiries for

BRITISH MADE

LITHO TRANSFER PAPERS

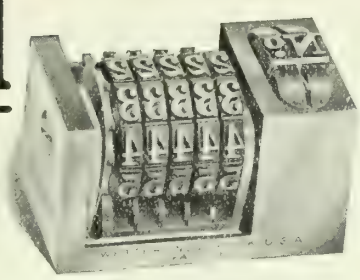
Bronze Paper, Gold and Silver

LITHO INKS

ALL BRITISH MADE GOODS

37 Upper Thames Street, LONDON, ENG.

THE Pica Model Wetter Numbering Machine



Size 5¼ x 9 Picas.

for use on Printing Presses to Number and Print at One Impression. They are of the Wetter high standard fully guaranteed. The few dollars you invest will return to you many times during the year. Adopt the Wetter way and get the orders that the other printer is capturing.

No 12356

FACSIMILE IMPRESSION

$5

"No" Slide is Removable—
Ciphers Print Plainly—
⅛ inch shorter than others—
Made entirely of Steel.

SOLD BY **ALL DEALERS**

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, N.Y., U.S.A.

Pica Model 1—5-wheel $5
Pica Model 2—6-wheel $6

SAVE WASTE—WASTE PAYS

Before disposing of your next accumulation of

TRY OUR WIPERS

WASTE PAPER

TRY OUR WIPERS

Phone or Write

THE LEVI'S

We will have our representative call at once

Phone Adelaide 3197 **100 John St., Toronto**

The Rolland Paper Company, Limited

MANUFACTURERS OF HIGH GRADE
BOND, LEDGER and WRITING PAPERS

MILLS AT
ST. JEROME
AND
MONT ROLLAND, P.Q.

Cable Address:
"ROLLAND, MONTREAL"
A.B.C. 5th Edition

MONTREAL, CANADA, **JANUARY 1st, 1915**

Begin the New Year right by using ROLLAND'S PAPERS

CANADA IS ENTERING AN ERA OF MADE IN CANADA. ¶ MANY PRODUCTS NEEDED BY CANADIANS ARE MANUFACTURED IN CANADA. ¶ ONE OF THE PRODUCTS RANKING WITH THE BEST THAT THE WORLD PRODUCES IS PAPER. ¶ WHY NOT BUY A PAPER THAT HAS PASSED THE EXPERIMENTAL STAGE? EVERY TIME THAT A CANADIAN BUYS PAPER MADE IN CANADA, HE STRENGTHENS THE EMPIRE BY KEEPING HIS MONEY CIRCULATING WITHIN ITS LIMITS.

"FOR SALE" OR "WANT" ADVERTISEMENTS

MACHINERY FOR SALE

MONOLINE FOR SALE—RUNNING THREE years; good condition; $700 F.O.B. Kenora. Examiner Office, Kenora, Ont.

MONOLINES FOR SALE. REBUILT AND cared for; parts also repaired. R. Norton, 92 Hogarth Ave.

REBUILT PRINTING PRESSES — SIX-column quarto, $550; seven-column quarto, $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

MONOLINE FOR SALE—IN GOOD WORKing condition; recently gone over by expert. No further need of it. Will sell, with parts on hand, for $350.00 f.o.b. Wiarton. The Canadian Echo, Wiarton, Ont.

MONOLINE—AS GOOD AS NEW — COMpletely overhauled; a bargain. Sentinel-Review, Woodstock, Ontario.

NEWSPAPER FOLDER, IN SPLENDID condition; a bargain. Sentinel-Review, Woodstock, Ontario.

WANTED

MANAGER WANTED FOR DAILY NEWSpaper and job printing business. Must be fully experienced and have a practical knowledge of all phases of the business. Some cash investment necessary. A splendid opportunity for the right man. Give full particulars as to age, experience, references, etc., and amount of money prepared to invest in first letter. Only men of calibre and exceptional ability will be considered. Box 354, Printer and Publisher.

SITUATION WANTED

PRINTER, PRODUCER OF HIGH-GRADE work, with wide experience of Canadian and American printing, desires change. Any suitable capacity, executive preferred. Can estimate, layout, and good knowledge of paper stock. Box 353, Printer and Publisher, Toronto.

AS MANAGER OR SUPERINTENDENT IN large or small office. Thoroughly practical, competent and reliable. Good opportunity for right party. Box 351, Printer and Publisher.

YOUNG MAN, AGED 24, WITH FIVE YEARS' experience in newspaper reporting on western Ontario city daily, seeks position; has also knowledge of printing business and general newspaper work. Box 352, Printer and Publisher.

BUSINESS CHANCES

FOR SALE NEWSPAPER AND JOB PLANT. Type mostly new, over 125 fonts; Diamond cylinder, hand power, used one year; Chandler and Price job press, 12x15; 19 inch paper cutter; stones, etc. Price $900, part cash, balance easy terms. For particulars, write Box 198, Exeter, Ont.

FOR SALE—A WELL-EQUIPPED COUNTRY newspaper and job office in a most promising town in Alberta. Surrounding district well settled with prosperous farmers. Plant and premises $4,000. State how much cash can be put into it. Box 350, Printer and Publisher, Toronto.

A GOOD LIVING—AN OPPORTUNITY TO acquire a printing plant in flourishing condition in western city. Good scope for one or two with small capital. Good reasons for disposal. Address Box 348, Printer & Publisher, Toronto.

FOR SALE, IN WHOLE OR IN PART—A newspaper and job plant, including one Linotype, two Rogers, double feed Hoe, Campbell drum cylinder, a Pony Optimus, three plates, power cutter, newspaper folder, news and job proof presses, type, cases, racks, furniture, stones, etc., etc. W. J. Taylor, Limited, Woodstock, Ont.

PROFITS FOR THE PR NTER

in handling **Peerless Patent Book Form Cards** are not confined to the mere sale itself. The supreme satisfaction they give will bring your customers back again and again for other lines you handle—other satisfactory work. A satisfied customer will not stray. The memory of satisfied service lingers. To establish that memory is worth everything to the printer. A man must **know** before he can **remember.** When card is detached from tab all edges are smooth.

Appearance of Our Neat Cards in Case



Peerless Patent Book Form Cards

will enable him to know, and once knowing these famous cards you can depend upon him forever remembering. Find out for yourself to-day. Send for a sample book and detach the cards one by one; note the perfectly smooth edges, their uniqueness, their economy to the user, their superior elegance because of their proper protection against crumpling and marring.

The John B. Wiggins Company
Engravers, Plate Printers, Die Embossers.
73-75 East Adams Street, Chicago, U.S.A.

POSTER STAMPS

The most convenient way of collecting poster art. We have a few copies of the "Poster Pack," containing many beautiful and rare specimens. **15 cents postpaid.**

STANDARD PUBLICITY SERVICE
719 Perry Bldg., - - PHILADELPHIA, PA.

Say You Saw It In PRINTER & PUBLISHER

Brass Rule Made to Order *Roller Composition and Casting*

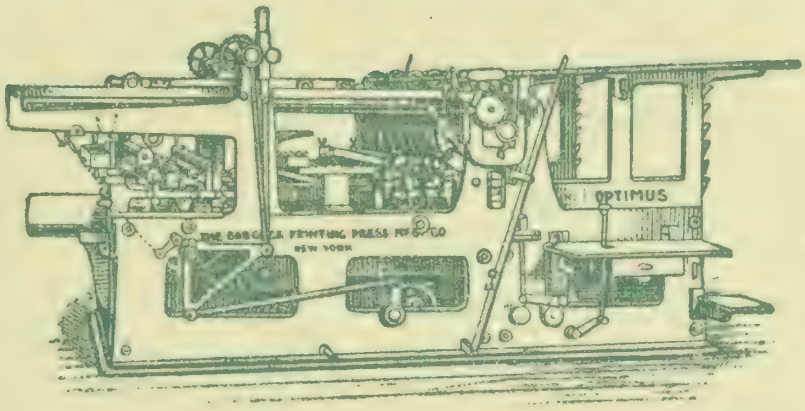
GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal *'Phone Main 1892*

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

THE BABCOCK "OPTIMUS"



"All wars are follies. There never was a good war."
—Benjamin Franklin.

Franklin was not only the greatest printer of all time, but the greatest philosopher of his own time and some more. We thoroughly believe in the wisdom of his comment upon War, when war means bloodshed and killing.

At the same time we mean to carry on an unrelenting struggle for "more territory" for

BABCOCK FLAT BED PRINTING PRESSES

because we have "obtained and established their superiority" over all other machines in the same class.

THE BABCOCK "OPTIMUS"

is the result of minute and intelligent study through years of incessant effort to learn what the printer needed and incorporate in the machine the mechanisms to meet his demands. Consequently there are as few parts as possible and each part simple and perfect. Among the many superiorities of "THE OPTIMUS" are Interchangeable Form Rollers, Perfect Distribution, Front Delivery, Patented Bed Motion, Tracks and Cylinder Lift. All Large Bearings are Automatically Oiled in self-oiling boxes.

These and many other patented devices combine to make

THE BABCOCK "OPTIMUS"

UNEQUALLED IN STRENGTH, SPEED AND ACCURACY

Send for the New Catalogue of our No. 43.

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, 715-721 Dearborn St., Chicago, Illinois.
Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.
John Haddon & Co., Agents, London, E.C.

To Obtain Quality With Economy You Must Use The Linotype

Make Quality of Product Bring You Business

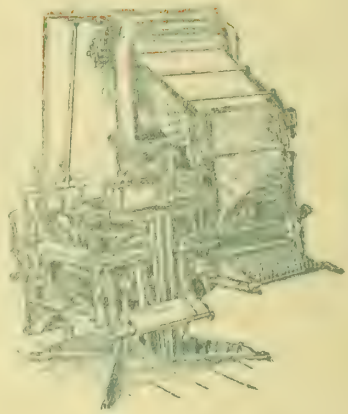


Three-Magazine Quick-Change Model 8 Linotype.

The most valuable asset of the printer is reputation for maintenance of quality in his product. Upon quality depends the first essential—good impression on prospective buyers and the lasting sense of satisfaction in steady customers. The Linotype does much to create this sense of quality; to create and hold business. Its composition is used in printing exquisite brochures and magnificent de luxe volumes.

Make Economy of Production Bring You Profit

Quality must be maintained, but economy of production is essential to the continuance of the modern printing business at a profit. This means that the cost of such big items as composition must be kept down to the lowest possible figure. Only the printing plant using the Linotype is operating its composing department on the utmost economical basis. Make economy of production bring profit; use the Linotype.



Model 9 Linotype With Two Interchangeable Quadruple Magazine Shift.

Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 South Wabash Avenue.
SAN FRANCISCO: 628-648 Sacramento Street.
NEW ORLEANS: 519 Baronne Street.
TORONTO: CANADIAN LINOTYPE, LTD., 35 Lombard Street.

To Obtain Quality With Economy You Must Use The Linotype

PRINTER & PUBLISHER

FEBRUARY, 1915

Third Annual Building and Equipment Number

THE MACLEAN PUBLISHING CO LIMITED
TORONTO - MONTREAL - WINNIPEG

"Used in Canada wherever good printing is done"

THE

Dominion Printing Ink and Color Co., Limited

J. W. ROOSEN, Pres. H. D. ROOSEN, Treas. R. E. HEWITT, Secy.

128-130 PEARS AVENUE TORONTO, CANADA

Manufacturers of

Printing and
Litho Inks,
Dry Colors and
Varnishes

The Only Manufacturers of the famous

Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

We make the Blacks that Dry with a Lustre

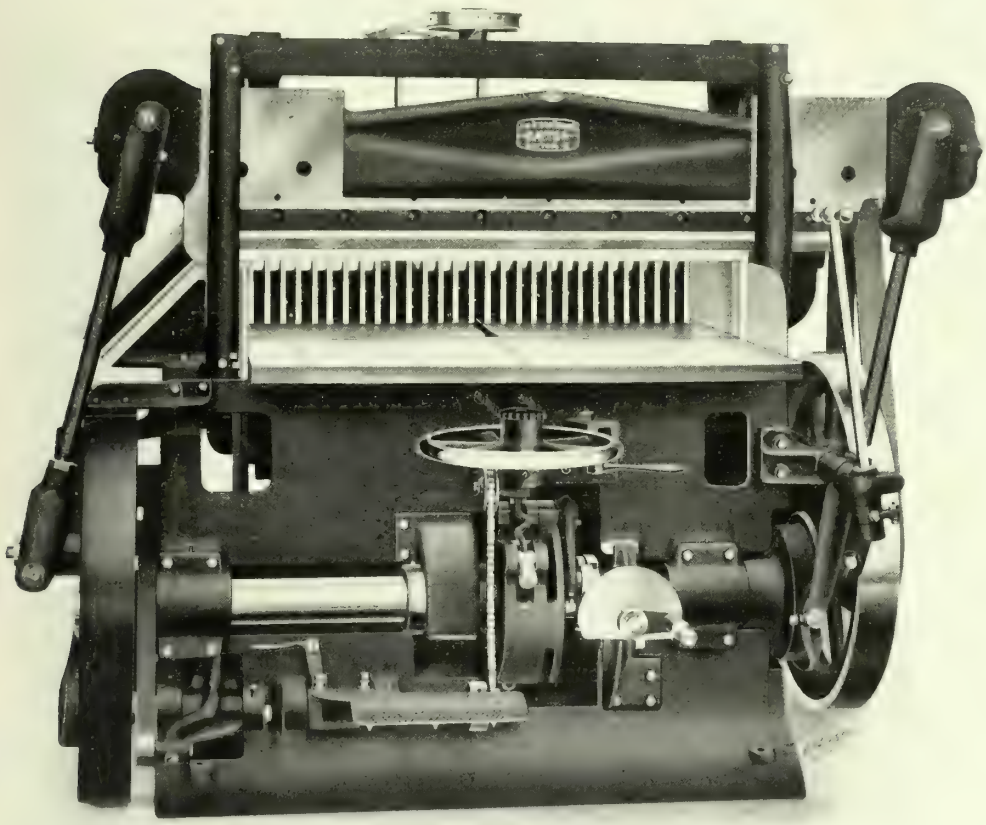
STOCKED AND SOLD BY

John Martin Paper Co., Limited
Winnipeg, Calgary, Edmonton

Gunn Paper Co., Limited
St. John, N.B.

The Seybold "Dayton"

AUTOMATIC CUTTING MACHINE



A NEW MODEL ADDED TO OUR WELL-KNOWN LINE OF 20th CENTURY CUTTING MACHINES

SEYBOLD PATENTS
Furnished in Sizes 35-inches to 64-inches Wide

THE "Dayton" Cutter is built on ENTIRELY NEW PRINCIPLES. In designing it, maximum efficiency combined with greatest possible simplicity was the prevalent idea, and as a consequence, it has numerous DISTINCTLY NEW AND VALUABLE FEATURES.

This new machine is now in successful operation in a great number of the leading plants.

We invite your careful consideration of this excellent new model when you are in the market for a Cutting Machine.

FULL PARTICULARS UPON REQUEST

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U.S.A.

BRANCHES: NEW YORK, 151 W. 26th Street; CHICAGO, 112 114 Harrison Street, New Rand McNally Bldg.
AGENCIES: J. H. SCHROETER & BRO., Atlanta, Ga.; J. L. MORRISON CO., Toronto, Ont.; TORONTO TYPE FOUNDRY CO., LTD., Winnipeg, Man.;
KEYSTONE TYPE FOUNDRY OF CALIFORNIA, 638 Mission St., San Francisco, Cal.;
THE BARNHART TYPE FOUNDRY CO., 1102 Commerce St., Dallas, Tex.

DEXTER

WIRE-STITCHING FOLDER

"Something New Under the Sun"

New, not merely in what it *does*, but in what it *saves*.

New, not merely because no other machine is like it, but because it marks an epoch in bindery economics.

Never, until now, could the binder automatically cover and wire-stitch or paste 16, 24 and 32 page pamphlets while being folded, running 2-up, cut apart. All on one machine, with remarkable economy of space, trouble, time and expense.

With the new DEXTER WIRE-STITCHING FOLDER, your plant can handle a hitherto unheard-of volume of business at top speed, turning out better work at less cost than ever possible before.

Your Own Figures Will Prove Your Saving

For the asking, you may have copies of some interesting bindery estimate blanks, on which to figure your own jobs.

We will then insert our cost figures and demonstrate how at least twenty items out of forty-five can be eliminated, and how fourteen others can probably be reduced.

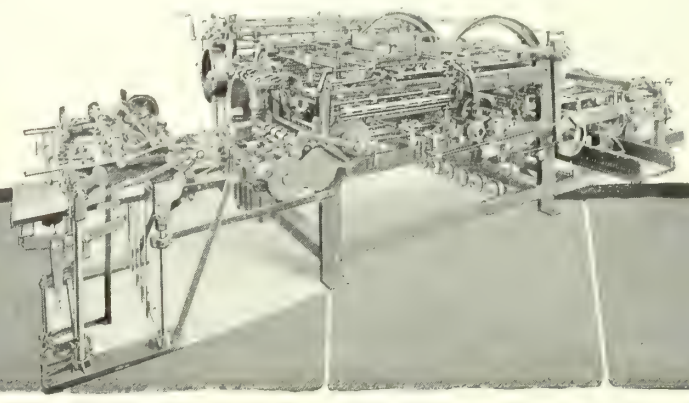
Write your name and address on the margin of this page, tear it out and mail it promptly. The blanks will be sent immediately.

DEXTER FOLDER COMPANY

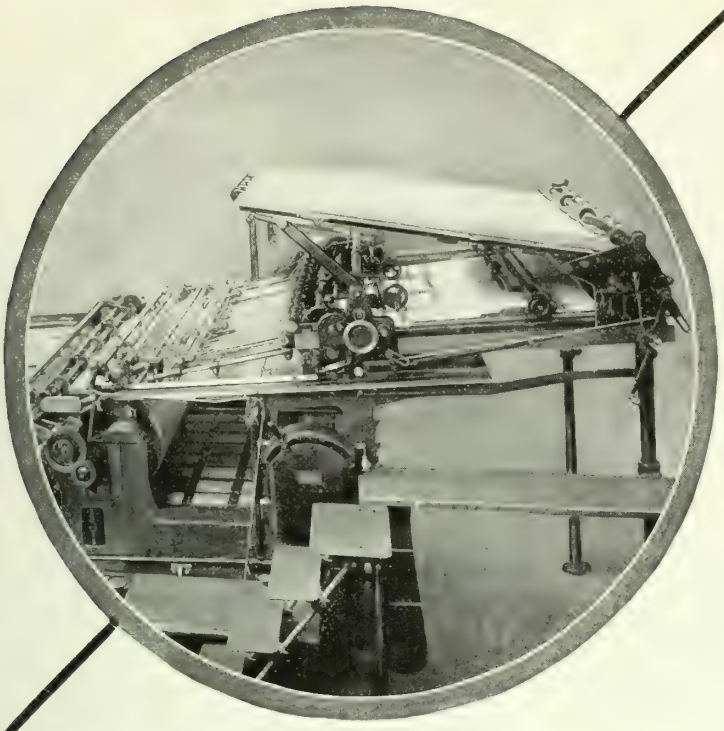
Folders, Feeders, Cutters

NEW YORK CHICAGO PHILADELPHIA BOSTON

ATLANTA, GEORGIA — DODSON PRINTERS SUPPLY CO.
SAN FRANCISCO — H. W. BRINTNALL
TORONTO, CANADA — THE J. L. MORRISON CO.
DALLAS, TEXAS — E. G. MYERS



Say you saw it in PRINTER & PUBLISHER.



CROSS CONTINUOUS FEEDER

Judge it by the company it keeps

"Tell me thy company and I'll tell thee what thou art."—*An Old Proverb*

It is pretty safe to judge a machine as you judge a man—by the company they keep.

Below are listed a few representative American and English firms who use ten or more Cross Continuous Feeders—a total of 745:

The Butterick Publishing Company	New York City	The Crowell Publishing Company	Springfield, Ohio
Peter J. Carey	New York City	Con. P. Curran Printing Company	St. Louis, Mo.
The Carey Printing Company	New York City	The Curtis Publishing Company	Philadelphia, Pa.
The De Vinne Press	New York City	Franklin Printing Company	Philadelphia, Pa.
J. J. Little & Ives Company	New York City	Houghton Mifflin Company	Cambridge, Mass.
Metropolitan Life Insurance Company	New York City	The University Press	Cambridge, Mass.
Charles J. O'Brien	New York City	Judd & Detweiler, Inc.	Washington, D. C.
The Charles Schweinler Press	New York City	Joseph Mack Printing House	Detroit, Mich.
Trow Directory Printing & Bookbinding Company	New York City	Richard Clay & Sons, Ltd	London, Eng.
Zeese-Wilkinson Company	New York City	Amalgamated Press	London, Eng.
J. B. Lyon Company	Albany, N.Y.	McCorquodale & Co., Ltd.	London, Eng.
Braunworth & Co.	Brooklyn, N. Y.	T. Forman & Sons	Nottingham, Eng.
J. W. Clement Company	Buffalo, N. Y.	Hazell, Watson & Viney	Aylesbury, Eng.
The American Label Mfg. Company	Baltimore, Md.	Norbury, Natzio & Co	Manchester, Eng.
Brock & Rankin	Chicago, Ill.	Mardon, Son & Hall	Bristol, Eng.
The Henneberry Company	Chicago, Ill.	British-American Tobacco Company	Bristol, Eng.
Stearns Brothers & Co.	Chicago, Ill.		

One American concern uses 115
One English concern uses 57

These firms are probably able to purchase what they please in the way of equipment, regardless of cost. If there were better continuous feeders than the Cross, they would have them.

But if you wish detailed evidence of Cross Feeder superiority, it will be gladly furnished at our nearest office.

DEXTER FOLDER COMPANY

Folders, Feeders, Cutters

NEW YORK CHICAGO PHILADELPHIA BOSTON

ATLANTA, GEORGIA
DODSON PRINTERS SUPPLY CO.

SAN FRANCISCO
H. W. BRINTNALL

TORONTO, CANADA
THE J. L. MORRISON CO.

DALLAS, TEXAS
E. G. MYERS

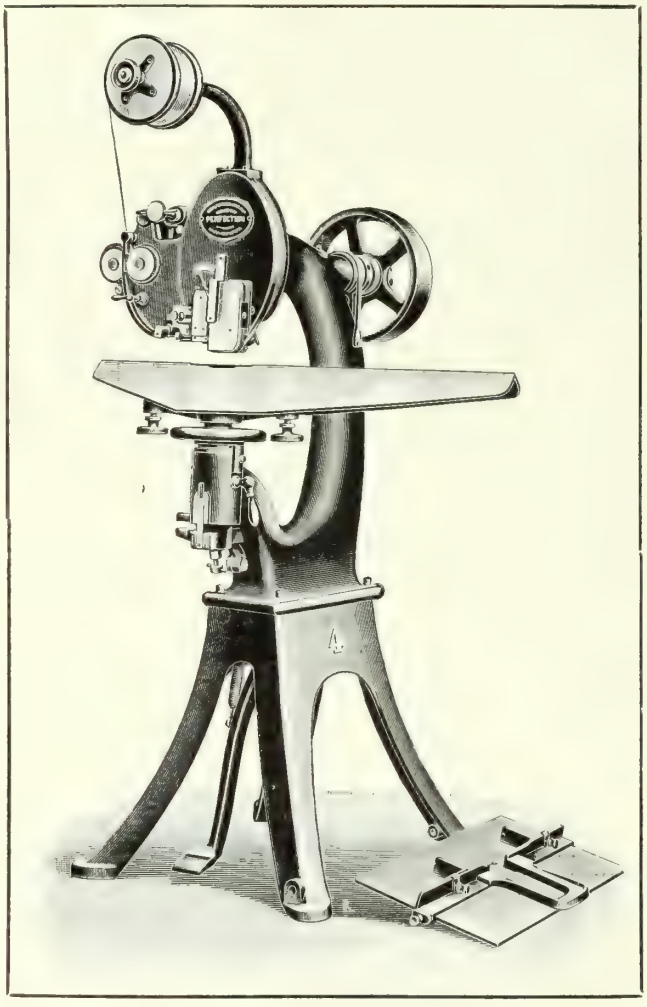
WIRE STITCHING MACHINES

FOR

Bookbinders, Printers, Paper Box Makers

Six Sizes

for
Bookbinders' and
Printers'
Use
Ranging in
Capacity from
One Sheet
to
1½ Inches.
Electric Motors
Supplied
Direct Connected



Five Sizes

for
Paper Box Makers' Use
Ranging in
Capacity
to Suit all
Requirements in
Thicknesses and Depth.
Electric Motors
Supplied
Direct Connected

"Perfection" No. 4, Capacity ½-inch

Complete Bindery and Paper Box Outfits
Always in Stock

THE J. L. MORRISON CO.

445-447 King St. West
TORONTO

Agents in Canada for
DEXTER FOLDER CO.

Agents in Canada for
SEYBOLD MACHINE CO.

Say you saw it in PRINTER & PUBLISHER.

Our relation to the printing trade is

that of experienced expert adviser and buyer

for our customers. We buy and import machinery and goods that will, in our maturer judgment, give the Canadian printer the best value for his money, which means the best service, the best product and the greatest profits on his investment. As a proof that we succeed we need only mention some of the lines we sell:

Miller & Richard Extra Hard Metal Scotch Type and American Type,
Intertype Composing Machines,
Duplex Flat Bed and Rotary Presses,
Optimus Two-revolution and Babcock Drum Cylinder Presses,
National Country Cylinder Presses,
Acme Automatic Power Paper Cutters,
Peerless and Advance Lever Paper Cutters,
Chambers' Job and Book Folders and Automatic Feeders,
Anderson Newspaper and Job Folders,
Omaha Attached Newspaper and Job Folders,
Dewey Ruling Machines,
Diamond Paper Cutters,
Gordon Presses,
Murray Saw Trimming Machines.
Cutting and Creasing Presses,
Mailing Machines,
Cabinets, Frames and Hamilton Composing Room Furniture,
Iron and Stone Imposing Tops and Frames,
Galleys of all kinds,
Quoins of all kinds,
Rouse Lead and Rule Cutters and Mitreing Machines,
Low Slug Cutters,
Non-explosive Benzine Cans,
Oily Waste Cans,
Universal Presses,
Golding Jobbers,
Electrotyping Machinery, . . .
Peerless Job Presses,
Pearl Presses,
Miller & Richard Wire Stitchers,
Boston Wire Stitchers,
Peerless Rotary Perforators,
National Rotary Perforators,
Tatum Punching Machines,
Round Cornering Machinery,
Paper Drilling Machines,
Paper Box Machinery,
Composing Room Cylinders,
Proof Presses,
Bookbinders' Machinery,
Superior Chase Locks,
Electric-welded Chases,
Rebuilt Machinery of all kinds,
Composing Room and Press Room Tools of all kinds,
Numbering Machines,
Type-high Cut Planers and Shaving Machines,
News and Job Inks,
Brass Rules,
Metal Furniture,
Electric Motors,
Speed Controlling Devices,
Tympan Paper,
Press Board,
Felt Blankets,
Press Tape,
Stapling Machines,
Osco Routing Machines,
American Folding Machines,
Bronzing Machines.

We have over forty used cylinder presses and over twenty used platen presses at present on hand at bargain prices. If your trade is slack it affords the opportunity to consult us about a wise re-arrangement of your plant to meet future growth and development. We are at your service at headquarters for the printing trade

Miller & Richard, 7 Jordan Street, Toronto

Say you saw it in PRINTER & PUBLISHER.

The Existing World's Supply of

LINOTYPES

include over 30,000 Machines

mostly sold on long terms of payment

This great army of 30.000 machines is keeping the world informed, every day, in every modern language, in every civilized quarter of the globe, in Peace as in War.

The inventive genius and mechanical skill of the many minds, which, for twenty-five years, have been expended on this unhalting development in perfecting upwards of a thousand patents, render

The MULTIPLE MAGAZINE LINOTYPES
(Broadly covered by Patents)

The highest expression of efficiency embodied in any COMPOSING MACHINE in the world.

The kind of machine you want at the price you want to pay on easy terms of payment at prices ranging from

$1200 *to* $4150

Large stock of machines and over 100,000,000 finished matrices are carried in stock at our agencies throughout the civilized world, thus insuring the promptest possible service.

Backed by ample capital, its factory and its executive force are ready to serve you with the same care and fidelity with which they have served their many thousand customers.

Address the MERGENTHALER LINOTYPE COMPANY
Tribune Building, New York

Agencies carrying Stocks of Supplies in all the principal countries of the world.

LINOTYPE vs. INTERTYPE

FIRST AND SECOND PATENT SUITS

IMPORTANT LINOTYPE PATENTS UPHELD BY COURT

In a decision recently handed down by Judge Hough of the United States District Court for the Southern District of New York, The International Typesetting Machine Company was declared an infringer of the following patents owned by the Mergenthaler Linotype Company:

Homans - - - - -	No. 830,436
Hensley - - - - -	" 643,289
Dodge - - - - - -	" 739,996
Rogers, Reissue -	" 13,489

Among the patents infringed are the very important patents covering the TWO-LETTER DEVICE IN THE FIRST ELEVATOR, and the METHOD OF MOUNTING AND REMOVING THE MAGAZINES FROM THE REAR.

The patents covering the resistant to prevent overthrow of the mold, and the mold banking supports are also declared to have been infringed.

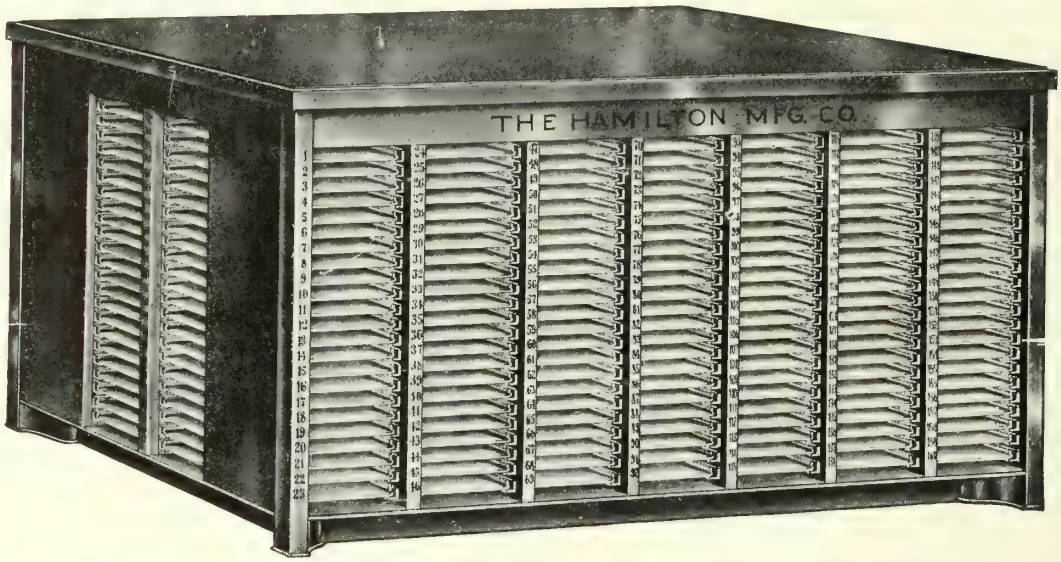
The Mergenthaler Linotype Company will take steps to protect its rights against manufacture, sale or use of infringing devices.

A Third Suit filed by this Company against The International Typesetting Machine Company in the United States District Court for the Eastern District of New York is now pending.

MERGENTHALER LINOTYPE CO.
Tribune Building ∴ ∴ New York, N.Y.

THIRTEEN to ONE

For every square foot of floor space occupied by the Imposing Table shown in the illustration herewith, there are thirteen square feet of storage space. In other words, this Table occupies 27 square feet on the floor but has a storage capacity 353 square feet, including space provided by the iron surface.



Steel Imposing Table No. 723 takes iron surface 51 x 75 inches. Capacity, 414 8¾ x 13 galleys. Price, not including galleys or surface **$140.00**

Table No. 724 takes iron surface 39 x 65 inches and has a capacity of 322 8¾ x 13 galleys. Price, not including galleys or surface . . . . **$ 95.00**

Combined with this enormous saving in space is an equally large saving in time. The galley system of storage provided in connection with this Table enables the printer to locate instantly any page wanted.

Further than this, by the use of this system pages are handled less as they can be proofed, corrected, etc., right in the storage galley.

The installation of a Table such as this means increased efficiency in the composing-room.

These tables are made in two sizes. There is one just the right size for your plant. Send for more complete information.

NOTE—Steel storage galleys to be used in connection with these Tables are manufactured by us at moderate prices. Broad patent covering the Hamilton Indestructible One-Piece Galley has just been allowed by the United States Patent Office.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N.J.

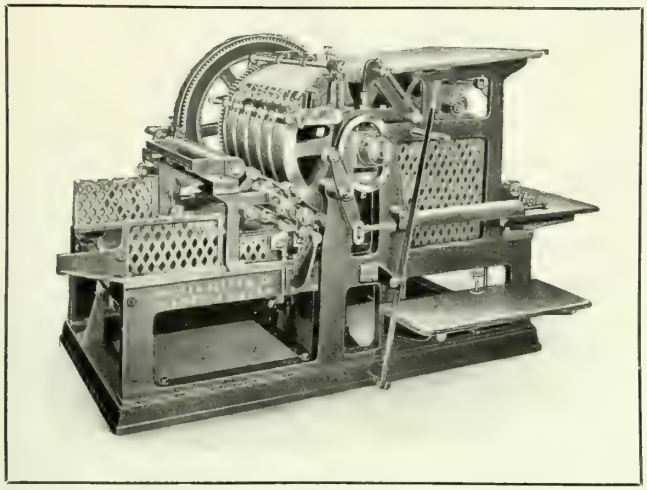
CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited — Toronto, 70 York St. · Montreal, 346 Craig St. W. · Winnipeg, 175 McDermott Ave. E. · Calgary, Alberta. · Regina, Saskatchewan. · Rex A. Hand, Representative for Maritime Provinces and Newfoundland, c/r Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Richard, Toronto, 7 Jordan St. · Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York Street, Toronto.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

The Scott High-Speed Drum Cylinder Press



has been in use by some concerns for many years and the users admit it is the little money-maker. It is simple, easy to handle, requires no expert in order to operate, as any job pressman can run it.

3500 An Hour

and even faster the press runs. The only limit is the ability of feeder to put sheets down to guides in time.

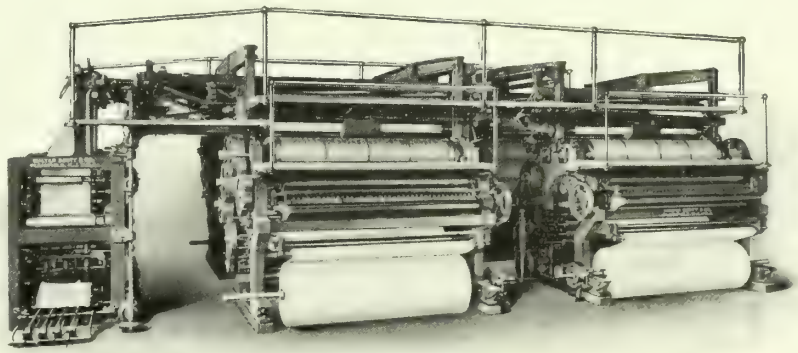
Sizes and Speed

The No. 2 Press, bed 21½x25″, speed thirty-six hundred per hour; No. 3, bed 24½x29″, speed thirty-two hundred per hour; No. 4, bed 27½″x36″, speed twenty-eight hundred and fifty per hour.

Tell us what you want to print; we have the press.

THE MONTREAL DAILY MAIL

installed a Scott Multi Unit Quadruple Press a few months ago. Now they have ordered additional Units, converting the machine into a Double Quadruple Octuple Press. This addition will be made without stopping the press for an hour.



THE MONTREAL DAILY STAR

has installed a Scott Straight Unit Sextuple Press that prints 72,000 papers per hour.

THE DETROIT NEWS

has ordered a battery of Five Double Octuple Presses.

YOU CAN ALWAYS DEPEND ON SCOTT MACHINERY

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager.

Main Office and Factory: PLAINFIELD, NEW JERSEY, U.S.A.

NEW YORK, 1 Madison Ave. CHICAGO, Monadnock Block

Kindly note that our New York Office is now at No. 1 Madison Avenue

A MONOTYPE

In the Composing Room means

Complete Service, Complete Equipment Complete Satisfaction

IT will not cost you anything to make a thorough investigation of our claims for the Monotype. It actually does all that we say it does. This includes all the work done by other composing machines, plus the work they cannot do.

Read Mr. Macoomb's letter—a letter from a Canadian printer who is one of the many satisfied and successful users of the Monotype on all kinds of Composition.

The Bryant Press,
Toronto, Ont.

Toronto, January 8, 1915.

The Lanston Monotype Machine Co.,
Philadelphia, Pa.

Gentlemen:

It may be interesting for you to know the success we have had since eliminating the last of our slug casting machines and confining ourselves to a complete Monotype outfit.

In brief, the composition on all our work is up to the highest standard. This improvement in quality has not increased the cost of production, as we obtain continuous production on every operation in the composing room.

The secret of the success of the Monotype, on even the cheapest kind of straight matter, is the fact that the machine is continually producing. Our experience has been that any machine to be profitable must be constantly producing something of value; either a product you sell to your customers, or a product you use yourself. We have proven unquestionably that Monotype matter is easy to handle, and by this we mean the hand work that of necessity is done on matter after it leaves the composing machine and before it goes into the chases, such as corrections, author's alterations, running around cuts, and so forth. The Monotype enables us to obtain efficiency from the entire composing room.

You can realize the importance of our composition department when we call your attention to the partial list of publications printed on the back of our letterhead, and also to the fact that this constitutes but a portion of our work. The Monotype has materially assisted this firm in attaining our reputation for the highest grade of work, economically produced.

Your kindly interest in us at all times and your careful attention to our requirements prompts us to let you know of our success. We have during the year just passed extended our premises, and are now re-arranging our plant, and hope to be able to still further increase our Monotype Department.

Wishing you the compliments of the Season, we are

Yours sincerely,
THE BRYANT PRESS, LIMITED
A. Macoomb,
Secretary and Manager.

The Monotype will broaden your business horizon, it will make it possible for you to turn out the kind of work that pays, no matter how good, or big, or complicated it may be. The work other machines cannot do at all, is the work you may need to do. Therefore, it is costly for you to experiment with a machine which does not give *complete service, complete equipment* and *complete satisfaction.*

Lanston Monotype Machine Co.

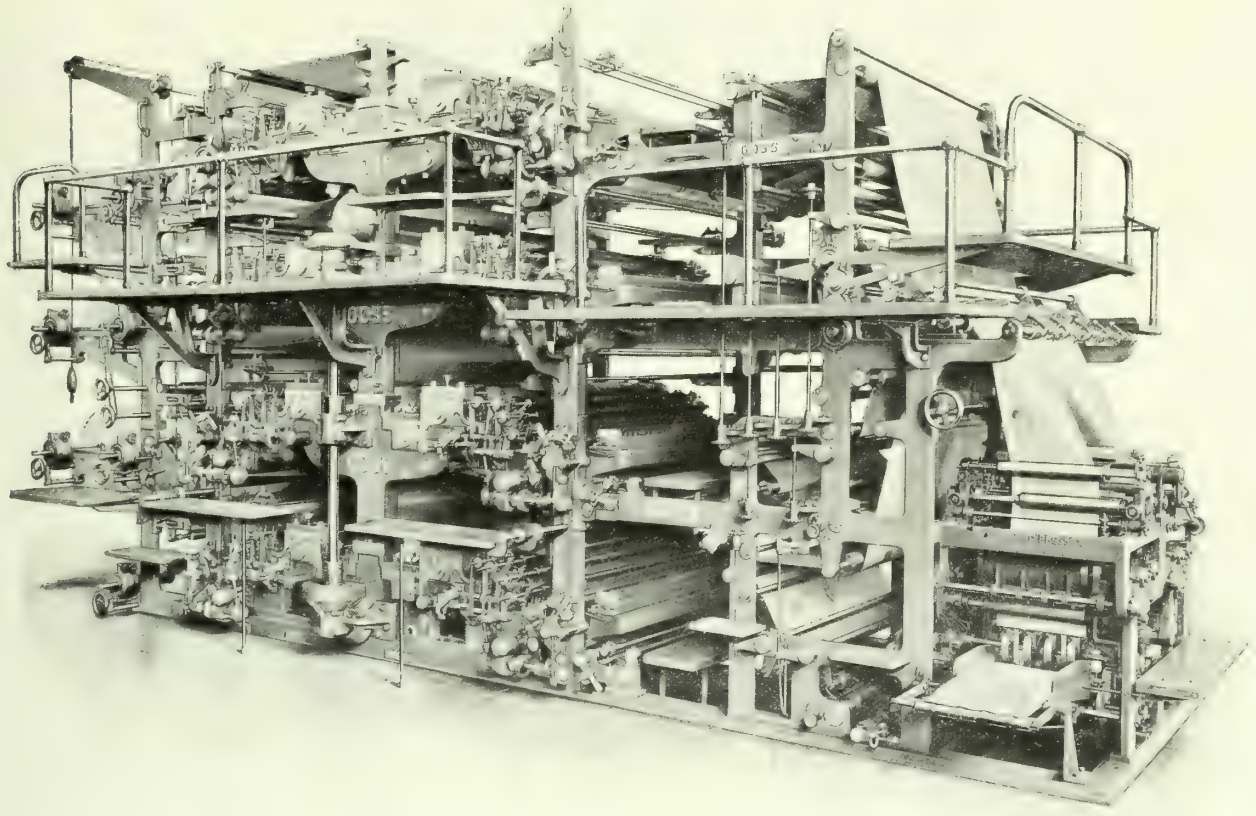
Philadelphia

New York	Boston	Toronto	Chicago
World Building	Wentworth Building	Lumsden Building	Rand-McNally Building

Cuba, The West Indies and Mexico: A. T. L. Nussa, Teniente Rey No. 55, Havana, Cuba

Say you saw it in PRINTER & PUBLISHER.

GOSS



THE GOSS "HIGH-SPEED STRAIGHTLINE" OCTUPLE PRESS

RECENT ORDERS FOR THIS MACHINE FROM

TIMES, LONDON, ENGLAND, (2 Presses)
GAZETTE-TIMES, PITTSBURG, PA., (2 Presses)
CALL, SAN FRANCISCO, CAL., (2 Presses)
HERALD, LOS ANGELES, CAL.
JOURNAL, MILWAUKEE, WIS.
CHRONICLE, HOUSTON, TEXAS

LET US SEND YOU A COPY OF OUR BOOKLET
"USERS OF GOSS PRESSES"

THE GOSS PRINTING PRESS CO.

Main Office and Works:
16th St. and Ashland Ave., CHICAGO, ILL.

New York Office:
Metropolitan Building, No. 1 Madison Ave.

Say you saw it in PRINTER & PUBLISHER

Mr. Publisher

Many think our

Swansdown Featherweight Paper

is superior to the imported. It has character and bulk. Let your jobber submit a dummy for your next publication.

Provincial Paper Mills Co.
Limited
Bell Telephone Building ∴ Toronto

Your Share Will Help Considerably

During the past year Canadian printers and users of paper imported about $8,000,000 worth of paper and papeteries to satisfy their personal tastes.

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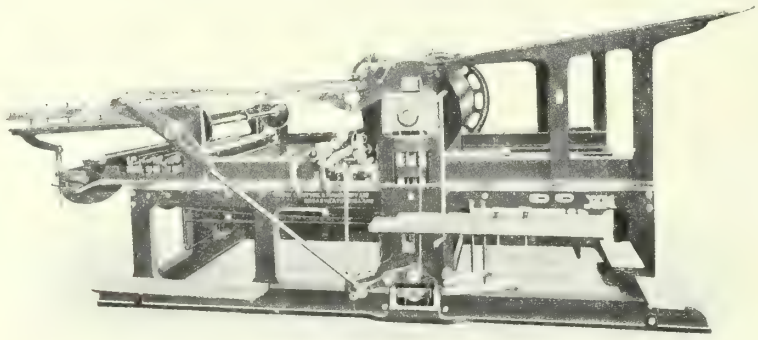
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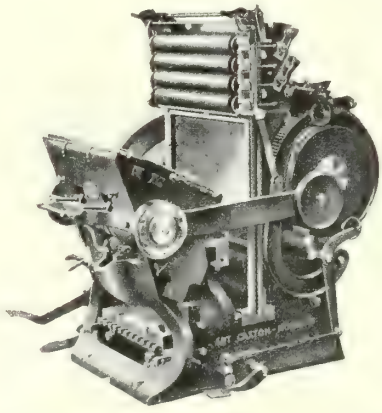
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Ask for Booklets

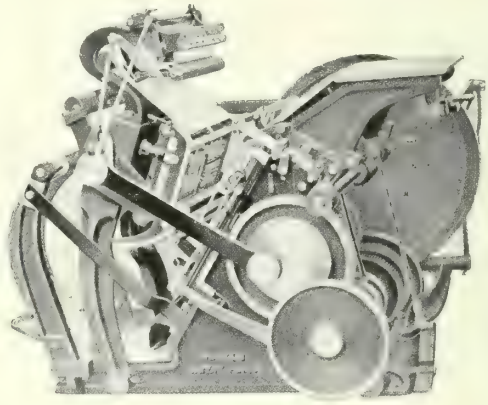


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PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Vol. XXIV. Toronto, February, 1915 No. 2

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The MACLEAN PUBLISHING COMPANY, LIMITED

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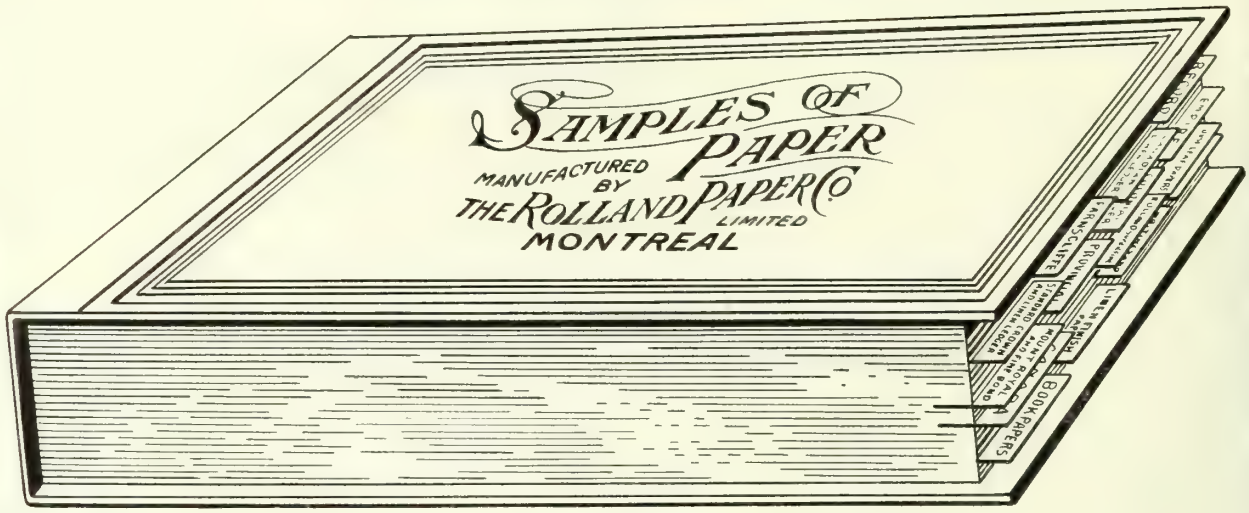
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PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

NATIONAL STABILITY AND BUSINESS EXPANSION

OVER A SCORE of new buildings or important additions to old buildings, involving the purchase of much new plant, have been erected during the past year in various parts of Canada. Some are in course of completion now. Still others are projected and announcement is made regarding some of these that will be erected during 1915.

What does this business expansion mean? What is the significance of the erection of new business homes and important plant additions during a time when the printing and publishing business is not so brisk as it was a year or so ago?

Is it not conclusive evidence of the underlying stability of the Dominion of Canada? Is it not a magnificent tribute to the faith of loyal Canadian printers and publishers—the kind of faith that does things, that sees farther ahead than one day or even one year and that rests confident in the assurance that in war time and peace time alike Canada's "Place in the Sun" is firmly established?

The war and conditions arising out of the war have already shown that this faith in Canada's ability to pass safely through any crisis is fully justified—if indeed any justification be needed. Canada has already shown her capacity and ability for adapting herself to world needs. And while she has been generous in her response to the Empire's call for *men*, her place in history will be even more renowned because of her response to the call of Britain and her allies for *food*. Nations fight nowadays with all their resources—not merely with armies and navies and men and guns.

The year 1915 will in all probability see an unprecedented acreage and an hitherto unparalleled crop of wheat—more than ever establishing Canada's position as "the Granary of the Empire." Money in plenty will pour into the Dominion from those who need this universal staple food and need it badly. The price will be good. No need to speculate whether 1915 Canadian wheat will sell for dollar-fifty or, as some prophesy, two-dollars a bushel. One thing is sure, the Canadian farmer is going to break all previous records in the matter of revenue for his wheat crop.

Agriculture is Canada's basic industry. Do you fully realize the significance of this statement? In war time, more especially than in any other, Canada *must* reap a rich reward. Prosperity for the farmer means prosperity for all the people. No other result can ensue. If the farmer gets money he will spend it. Circulation of wealth creates more wealth and benefits every line of industry and every solitary individual citizen. Therein lies the great secret of Canada's ability to weather any storm. Through her basic industry, agriculture, she ministers to the world's needs. Real service counts and the nation or individual who renders it will receive their just reward.

The purpose of this Third Annual Building and Equipment Number is twofold. The first object is to inform and the second to inspire.

As a source of information this issue and the additional articles in the March number serve the very worthy purpose of giving to the trade throughout Canada a series of carefully prepared and well illustrated news articles covering the expansion of the printing and publishing interests in the Dominion during the past year. They also record in a manner suitable for future preservation an important page in the history of printing and publishing in this country. They give credit where credit is due, doing full justice, it is hoped, to the progressive firms who have been sufficiently successful and have been possessed with the requisite enterprise and courage to expand their own individual businesses.

As a source of inspiration what could be more reasonable and more convincing than the actual record in concrete form of the achievements of other printers and publishers. True, individual conditions vary greatly, It is out of the question merely to copy some other man or firm. But it is not out of the question to adapt to our own success the same principles that have built up other businesses and this Annual Building and Equipment Number furnishes abundant inspiration of the right sort. There are scores, if not hundreds, of job printing and publishing concerns in Canada that have been following the even tenor of their ways for half a century or longer and during that time have never made any adequate provision for future growth, only enlarging premises and adding to plant when absolutely compelled to do so. The successful men and the successful firms in the printing and publishing industry, as in any other, are those who are always, *always*, striving for the attainment of higher ambitions and the achievement of greater success. It is unfortunate, but true, that many firms are to-day working with type and equipment that should have been consigned to the scrap heap ten, even twenty, years ago. Inappropriate and obsolete equipment is often as undesirable as that which is absolutely worn out from use. Any such items of equipment are producers of inefficiency and should be replaced with that which is more modern, time-saving and service-giving.

What has been said about the editorial section applies with equal force to the advertising pages. In this number we have an even larger number of advertisers than usual, and they have co-operated with us in making this Third Annual Building and Equipment Number a veritable text book on the erecting and equipping of printing and publishing plants. Many readers have told us that they invariably study the advertising pages of PRINTER AND PUBLISHER with an interest equal to that which they give to the editorial section.

Well-Equipped New Home of Oshawa Reformer

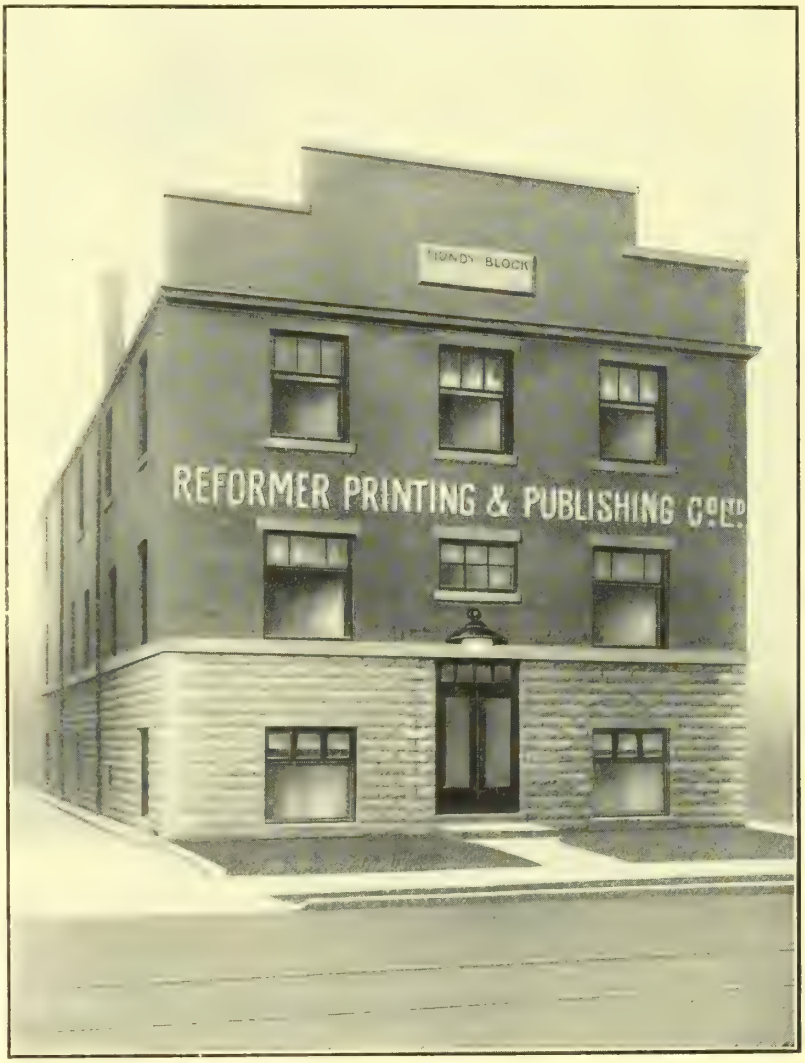
Combines Good Appearance With Substantial Construction — Light on all Sides — Good Ventilating System — Excellent Arrangement of Plant

NO ONE having inspected the new home of the *Ontario Reformer* at Oshawa would think of criticizing the proprietors of the paper if informed that they felt no small sense of pride in their accomplishment, for well they might. The splendid building and equally splendid equipment which the *Ontario Reformer* now possesses is one of the finest of any small town newspaper in the whole Dominion and is a credit to the printing and publishing business in this country generally, as well as to the proprietors.

It is a three storey structure, 36 feet frontage on Oshawa's main street, with a depth of 80 feet. The lower storey is constructed of concrete blocks, in imitation stone finish. The upper storeys are of dark red Milton pressed brick. The roof is a self-supporting truss roof, covered with Pedlar metal shingles.

The building cost to erect about $10,000. The lot on which it is situated represents an investment of $4,000 and the equipment another $15,000. The total investment, therefore, is in the neighborhood of $29,000.

The insurance rate on the building is 75 cents, on the plant $1.22 and on the office furniture and fixtures 97 cents.



Splendid New Home of Ontario Reformer, Oshawa, Ont.
Ideal Building for Town Weekly Newspaper.

PUBLIC AND PRIVATE OFFICES.

The building stands fifteen feet back from the street and a broad cement walk leads to the front entrance. On either side of the walk is a lawn. Upon entering, after ascending a few steps, you find yourself in a large reception hall. Separated from this by a long counter is the business office, next to it is the manager's office, 12 ft. x 14 ft. 6 in., which faces on the street and has doors opening into the business office and the reception hall. On the opposite side of the hall, facing the south and west is the editorial office, which is also 12 ft. by 14 ft. 6 in. Adjoining this is the president's private office 8 ft. x 12 ft. Each of the public offices are equipped with telephones, each department having its own phone. From the hallway a door opens into a large, well lighted airy composing room 33 ft. x 51 ft. The accompanying illustrations will serve to show the layout of it and the pressroom. Both sketches are well worth studying.

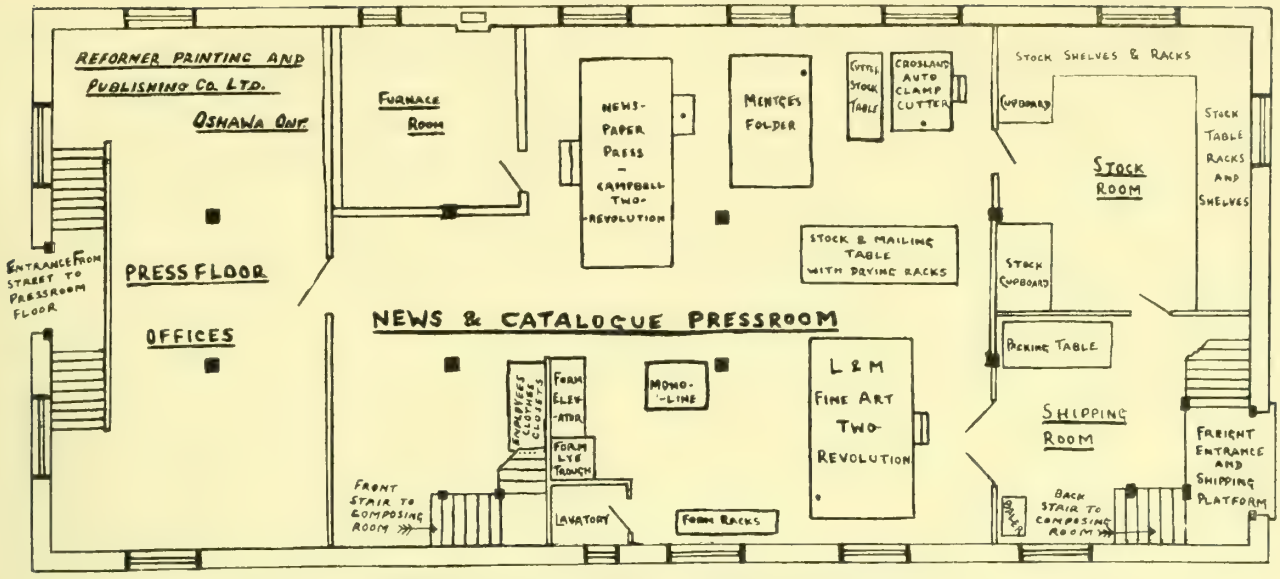
The front offices, and the composing room as well, are finished in the finest of Georgia pine, natural finish.

COMPOSING ROOM.

The large composing room, well lighted and ventilated as it is, with dust-proof type cabinets, each holding 25 cases, with type racks, metal surface imposing stones, with full equipment of make-up material and form racks, cut cabinet, etc., is an ideal place in which to do efficient work. The removal to the new building was made the occasion for getting rid of all the old style type frames and replacing them with Hamilton dust-proof cabinets, with patented double tilting iron type case racks on top. In the northwest corner of this room is located a new No. 5 Linotype. Along the south side of the composing room, convenient to the stones are the platens, a Golding, and a Challenge-Gordon. Each machine is provided with an individual variable speed motor, thus doing away with all unsightly shafting, belting, pulleys, etc. In the southeast of this flat are shown the bindery and mailing tables. At the west end of the composing room is a form elevator to carry the forms to and from the pressroom in the basement.

A stairway at the west end of the composing room leads to the newspaper and catalogue pressroom in the basement and another short stairs leads from the composing room to the rear entrance. The large press room is 24 x 33 ft. and has a cement floor covered with hardwood. This room contains a large newspaper press, Mentges newspaper folder, large L. and M. art and catalogue press, Crosland power cutter and monoline typesetting machine. This room is provided with a large tapering sink for conveniently washing type forms after they have been used.

The basement floor was specially constructed to accommodate the heavy presses located there, so that the best



Basement Floor of Oshawa Reformer's New Building.

possible results can be obtained from them. The foundations of the building are well drained with tile. Four inches of cinders were first laid on the ground, on which was placed four inches of concrete. Embedded in the concrete and running the entire width of the floor are placed every eight inches, sleepers, three inches wide at the bottom and two inches wide at the top, each sleeper protruding one half inch above the surface of cement and on this is placed a coat of coal tar. Nailed firmly to the cedar sleepers is a diagonally laid hemlock flooring and in top of this is a No. 1 hardwood floor, not only making an extremely substantial floor but one that will be as dry as an attic at all times.

STOCK AND SHIPPING ROOMS.

At the east end of the press room a door opens into a stock and stationery room, 16 ft. square, equipped with up-to-date shelvings and cupboards. In the centre of this room is a large table for laying out and measuring up stock required for orders going through. This room is where a large stock of printing, writing papers, cardboards, envelopes, etc., are kept, in conveniently and specially arranged apartments made to accommodate the different sizes.

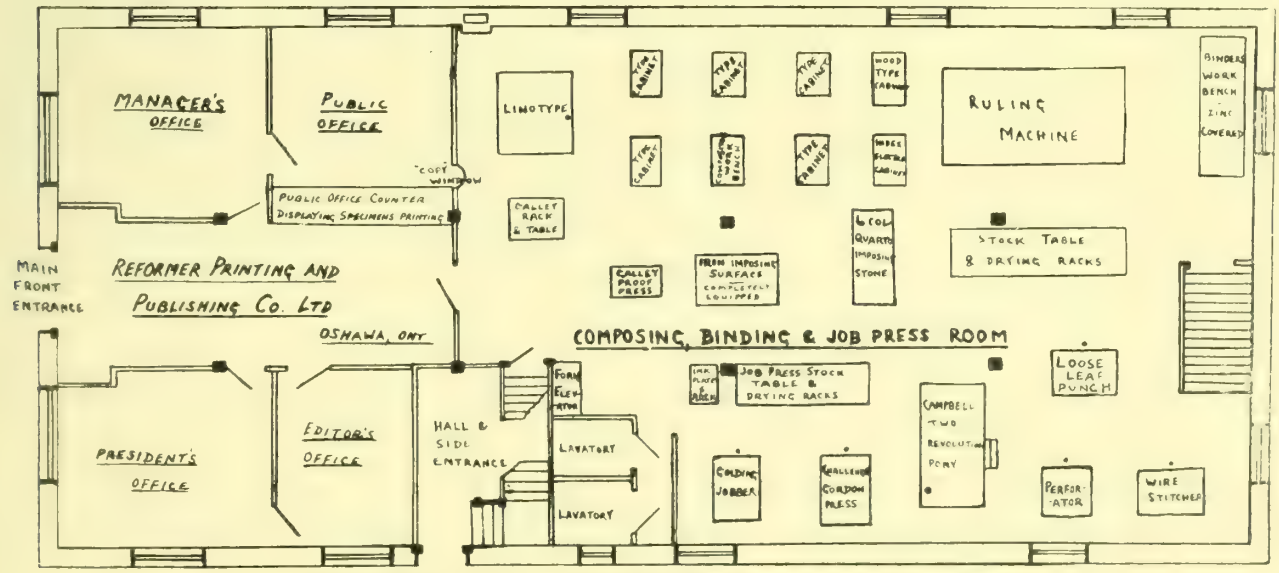
The shipping room, located in the south east corner of the building, has large double doors opening on the ground level, at the rear of the building. Here all goods are received and orders packed to be sent out. In one corner of this room is installed a baler for baling all waste paper.

The *Reformer* has not overlooked the practical value to be obtained from having their plant well arranged with a view to securing the maximum efficiency. This point need not be dwelt upon because the excellent sketches shown as part of this article speak for themselves. A careful study of them will reveal the fact that the entire plant is so arranged as to use to best advantage the floor space at the disposal of the mechanical departments and to prevent loss of time due to needless walking around in assembling material and geting it to press, or in the transference of work from one piece of equipment to another. To W. G. Montgomery, manager of the Anglo-Canadian Type and Machinery Co., Toronto, must be given credit for the splendid layout which the *Reformer* possesses. The matter was left in his hands and the arrangements as shown in the plans herewith is the result.

HEATING AND LIGHTING.

At the west end of the press room is the furnace room, in which is installed an up-to-date hot water heating plant which furnishes heat for the entire building.

In the matter of lighting facilities the *Reformer* is par-



Sketch Showing Layout of Offices and Part of Mechanical Department.

ticularly fortunate. The building is so situated on the property that an abundant allowance for light has been left on all four sides and numerous windows furnish a perfect flood of light and excellent ventilation. On the north side is a cement driveway and sidewalk leading to the rear entrance. A well planned electric lighting system is another good feature. All wires are concealed, openings having been allowed at convenient points. Handsome brass electric fixtures adorn the front offices. High power tungsten lamps are used for lighting the mechanical departments. In addition to the abundant ventilation secured through the numerous windows the *Reformer* has made added provision by the installation of a modern ventilating system connecting with every room in the building. This was planned and installed by the Pedlar People of Oshawa.

Every floor is provided with its own lavatories and cloak rooms.

ROOM TO GROW.

The *Reformer* does not at present require the entire 8,640 square feet which their new building contains. It is confidently expected that some day in the not far distant future the whole building will be required and when that time comes the room will be available to render first aid for growing pains. In the meantime a couple of small offices on the basement floor are rented and the entire top floor is under lease to local gentlemen interested in boy work and it has been well fitted up as a boys' club room. To reach this floor a side entrance on the south side of the building has been provided. This entrance does not connect with the rest of the building. The Y.M.C.A. building is immediately north of the *Reformer* block.

INTERESTING HISTORICAL DETAILS.

On an occasion such as the occupation of a newspaper's very first home to be specially designed and erected for its own purposes, especially when this event takes place after ups and downs covering a period of 44 years, it is extremely interesting to review the history of the paper from the time of its establishment down to the present. Getting back to the beginning of things, therefore, the *Reformer* was first published in 1871 by W. R. Climie, previously publisher of the *Statesman*, at Bowmanville. Mr. Climie was induced to come to Oshawa by the late Abram Farewell, who had just been elected to represent South Ontario in the Legislature. John Tamblyn, who is now Postmaster at Oshawa, laid the first type in the *Reformer* office and was connected with the paper for thirty years. At the end of two years Mr. Climie sold out to the Ontario Reformer Printing and Publishing Co., which was composed of a number of local men headed by Mr. Farewell. The company later sold out to the late F. W. Glen, who in 1875 turned over the paper to Samuel Luke and J. S. Larke, the latter being a silent partner. The same two gentlemen were conducting the *Vindicator* at the same time, Mr. Luke running the *Reformer* and Mr. Larke the *Vindicator*. Mr. Larke was later appointed Commissioner to Australia. In 1878 the name Mundy became associated with the fortunes of the *Reformer* for the first time, when the paper passed into the hands of Edward Mundy, who is president of the present stock company. Mr. Mundy piloted the *Reformer* through various vicissitudes until he took his son, Charles M., into the business with him as a partner, in June, 1905, and they successfully operated under the firm name of E. Mundy & Son, until April 1st, 1910, when E. Mundy & Son sold out to the Reformer Printing and Publishing Co., of which Mr. E. Mundy became president, and C. M. Mundy, Sect'y,-Treas. Owing to advancing years, Mr. E. Mundy retired from the active editorship of the paper at that time, and was succeeded by F. M. Chapman, B.A., now editor of *Farmer's Magazine*, which is published by the same firm as is PRINTER AND PUBLISHER, and later by Mr. A. S. McLeese, who has filled the position for the past three and a half years. The business was flourishing when sold out to the new company and has prospered since they assumed control, both in newspaper and job printing patronage. About a year and a half ago the *Reformer* began issuing an all home print, 8 page paper. The new home of the paper is the result of gradual and steady growth, a tribute to persistent and painstaking effort on the part of the former as well as the present owners, but the major share of the credit must certainly be given to those who have so successfully guided the paper's destinies from 1878 down to the present time.

New Home for Parry Sound Canadian

AS AN example of a small town newspaper office, substantially constructed but at comparatively small cost, the new home of the *Canadian*, Parry Sound, Ont., should interest publishers of other papers of similar size. Situated on a corner lot, behind beautiful shade trees, the one storey, substantially built structure presents a very handsome appearance. The size of the building is 26 x 55 feet, with ground floor and basement. A heavy stone foundation supports the walls of solid red brick, surmounted by an iron roof. There are windows on all sides giving abundant light and ventilation throughout the office and shop. Inside the



A Small Town Office With Nice Surroundings.
New Building of the Canadian, Parry Sound, Ont.

floors are of hardwood, laid over cement. The ceilings are metallic, and are therefore cleanly and give added protection from fire. The insurance rate secured is $1.20 on the building and $1.70 on the contents. The building cost between $3,000 and $3,500.

The ground floor provides ample space for practically the entire establishment, the basement being used only for furnace, lavatory, and storage. Inside the front door there is a short hall, with doors leading into Mr. Sarney's business and editorial office and the mechanical department respectively.

The plant of the *Canadian* includes a cylinder press on which is printed the newspaper and larger job work, two Gordons, a paper cutter, four stones, cabinets, racks and other composing room furniture. A good assortment of news and job type completes a plant that is well equipped to handle the average run of work offered in a town the size of Parry Sound.

Chas. Sarney has been proprietor of the *Canadian* since 1896, a year after the paper was founded. Mr. Sarney has been a worker on Canadian newspapers for the past 48 years and is still a fighter.

2 1-4 Acres of Floor Space Used by One Firm

Warwick Bros. & Rutter, Limited, Toronto, Have Made Remarkable Progress—Trebled Floor Space Since Wiped Out by Big Fire of 1904

THE GROWTH of Warwick Bros. & Rutter, Limited, and the development of their business as manufacturing and importing stationers, as well as large commercial job printers, has been for many years synonymous with the development of Canada and its evolution from a young colony to its present proud position as a nation of first importance within the British Empire. For over fifty-seven years Warwick Bros. and Rutter have experienced a gradual but steady growth, first doing business merely as wholesale stationery dealers and later installing a complete equipment for the manufacture of blank books, after the fire they again occupied a fine home of their own at the corner of Spadina avenue and King street west. This was specially designed and erected to suit their needs and at the time of its completion was looked upon as being the last word in printing office and warehouse construction. A four-storey and basement building for the wholesale departments and offices containing 27,000 square feet of floor space was built on King street, a few doors east of Spadina avenue and this building was connected at the rear with a splendid home for the manufacturing departments covering an area of 20,000 square feet, practically all on one floor



The "L" shaped home of Warwick Bros. & Rutter, Limited—The 6-storey building in the foreground was recently completed.

papeteries, scribblers and a wide range of stationery lines as well as general printing. For over a quarter of a century they held the contract for the printing and stationery requirements of the Ontario Government.

WIPED OUT IN BIG FIRE.

It was in 1904 they experienced their first serious setback, although in some respects the great Toronto fire that wiped out Toronto's wholesale section in a single night, was to Warwick Bros. & Rutter, a blessing in disguise. On the morning of April 20, 1904, scores of wholesale houses were homeless and stockless. The wholesale stationery trade in Canada suffered a particularly keen loss inasmuch as the business was centred in the fire-swept area. Brown Bros., W. J. Gage & Co., The Copp, Clarke Co., Warwick Bros. & Rutter and several other firms manufacturing or handling stationery lines were wiped out.

Warwick Bros. & Rutter were not dismayed but immediately secured temporary premises and in less than a year and extending over to Spadina avenue, making the complete building in the form of an L.

CURING "GROWING PAINS."

Before two years had passed even these generous allowances for growth were found to be quite inadequate and after an attempt had been made to overcome the difficulty by leasing space in nearby buildings, the situation was effectually met by adding 10,000 square feet to the factory building. This was completed in 1910, but it was not long before still more space was needed and the next step was to secure property to the west of the office building on King street, 45x100 feet in size and erect thereon a six-storey and basement building containing altogether some 37,800 square feet of floor space. The completion of this splendid addition and its occupation during the past year, involving the rearrangement of practically all departments and the purchase of some additional mechanical equipment, is the occasion for this article, briefly reviewing the history of

the firm and laying particular stress on the arrangement of the manufacturing plant, which is the ripe fruit of many years' experience.

TWO AND A QUARTER ACRES FLOOR SPACE.

The new building referred to is shown along with the others in the bird's eye view on the previous page. It is constructed of concrete and steel with covering of brick and is thoroughly fireproof. The firm now has a total floor space of some 94,800 square feet, or approximately 2¼ acres of working space, every inch of which is occupied for legitimate purposes of the business. This area, which is almost three times the space occupied just ten years ago, is an index to the progressiveness and energy of those at the head of the concern, as well as to the development of the manufacturing stationery business in Canada. The erection of the new six-storey addition on King street enabled the firm to rearrange their business offices, which now extend along the entire front of the building on the ground floor. In addition to this the upper floors provided for the storage of blank books and other stock which formerly took up valuable space in the manufacturing departments that was badly needed for working space. Ample space is also available in the new building for the display of goods and for the annual spring openings, which are always quite a feature with Warwick Bros. & Rutter.

A noteworthy feature of the construction of the Warwick Bros. & Rutter manufacturing building is a commodious gallery that extends all around the big room. As a matter of fact the building is really two storeys in height, although the two-storey idea is only worked out as far as the gallery extends, the centre of the room being about thirty feet from floor to ceiling. This gallery is an excellent idea, inasmuch as it provides splendid light and ventilation in all departments. Numerous skylights are placed in the roof and the light from these is shed on the ground floor through the openings as well as supplementing the lights from the side windows in the gallery. The entire manufacturing building is thoroughly well lighted throughout.



Cylinder Press Room Showing Corner of Composing Room in Gallery Above.
(Warwick Bros. & Rutter, Limited.)

THE TYPESETTING DEPARTMENT.

The composing room is located on one end of this gallery, having about 4,000 square feet of floor space. Four linotypes handle the machine composition while a large number of steel frames provide plenty of working space for hand compositors. Each linotype machine is provided with an individual table at the back of the operator's chair, which serves as a galley rack below and the top is available as a dump. There is also a drawer in each table in which the operator keeps his copy, proofs, etc. Imposing stones are placed at one end of this large room, convenient to the stairs, which lead to the floor below, where are located the job presses. The book work and all larger forms are imposed on other stones near the centre of the room and the forms are transferred to the cylinder presses on the floor below by means of a form elevator. A form rack is placed on both composing-room and press-room floors, convenient to the form elevator. There are three proof presses and for storage of galleys there are two large galley racks, one having a capacity of 1,100 galleys and the other 1,400 galleys, so there is nothing to be desired in this connection.

THE USEFULNESS OF A VACUUM CLEANER.

An unusual piece of equipment to find in a printing office is a vacuum cleaner. This can be connected with electric power and is invaluable for cleaning out cases. Every case in the establishment is clean as a whistle and the result is not only desirable from a labor-saving point of view, but also adds greatly to the healthful conditions under which the employees work.

The superintendent of printing in the Warwick Bros. & Rutter establishment was not slow to recognize the merit of the point system when it was first introduced, but for some years was at a loss to know how it could be instituted in an establishment so large as theirs without experiencing a very heavy loss through discarding a great deal of type made on the old em system. The great fire through which the firm passed in 1904 solved the problem for him. As he puts it "The firm changed over from the em to the point system in a single night."

PRESS EQUIPMENT.

The entire press equipment, both jobbers and cylinders, is located on the main floor, immediately below the portion of the gallery where is situated the composing department. In the line of cylinder presses, the firm has ten Miehles, six of which are large size and the remaining four are ponies. Four of the large presses are equipped with self feeders. The platen press equipment consists of three Colts, two Chandler & Price Gordons and two Automatic Falcons.

INDIVIDUAL MOTOR EQUIPMENT.

Every one of the ten cylinder presses is equipped with an individual motor and also with a Cutler and Hammer variable speed control. There is not a piece of shafting in the entire establishment, every machine being fitted with

individual motor equipment and this the firm believes to be a great money-saver as well as reducing the danger to operatives and improving the appearance of the work rooms.

BRONZING MACHINE ATTACHED TO PONY CYLINDER.

A great deal of work requiring silver or gold bronzing, principally the latter, is turned out constantly from the Warwick Bros. & Rutter establishment and the handling of this sometimes laborious work is facilitated by the installation of a machine bronzer, which is attached to one of the pony presses, the sheets being delivered from the pony direct into the bronzing machine. This combination of press and bronzer is in operation continuously for at least eleven months in each year.

One of the accompanying illustrations gives an excellent idea of the extent of the bindery department of Warwick Bros. & Rutter. Some of the facts given in the following paragraphs regarding the various items of equipment will give a further idea of the large volume of work which the plant is capable of turning out.



The Commodious and Well-lighted Hand and Machine Bindery. (Warwick Bros. & Rutter, Limited.)

CUTTING MACHINES NUMBERED 1 TO 6.

An important item of equipment in the Warwick bindery is six Seybold cutting machines, two of them being the new 20th Century Model and all of them being 54-inch width machines. Each of these machines is enclosed by tables for stacking up stock and jogging same, thus preventing interference with the operators by other employees. Another good feature is the numbering of each machine, the numbers 1 to 6, respectively, being posted conspicuously on each machine and this enables the foreman or superintendent to give instructions to the newest employee, if necessary, to take stock to a certain machine and feel sure that those instructions will be carried out properly.

RULING AND ENVELOPE MAKING ON GALLERY.

An idea of the extensive blank book business conducted by Warwick Bros. & Rutter is gained by the fact that they have no less than nine fully equipped ruling machines, one a double machine. A number of the Hickok make and the balance Morrison's. The ruling department is well situated on one side of the large gallery where the light is ideal.

On the other side of the gallery, opposite the ruling department, is the envelope-making department. There are four envelope-making machines and a dieing-out machine. This department is kept busy a great deal of the time on society and correspondence envelopes, which are sold through the stationery business.

"SLIDERS."

The term "sliders" is an unfamiliar one in most printing offices, but in the Warwick Bros. & Rutter establishment it describes one of their most valuable features of equipment. It was originated by Mr. Johnson, the superintendent of the bindery, and has been in use for many years. It is a simple, but very efficient and economical system of transferring stock from one piece of equipment to another or from one department to another. A large number of trucks are used, these being constructed very much like the make-up trucks used in newspaper composing rooms, but, of course, made of wood with iron wheels. These are all of exactly the same height and also correspond exactly with every stock table in the establishment. On these trucks may be placed one of the "sliders," which are simply heavy platform affairs on slightly rounded wooden shoes. Very heavy piles of stock are placed on these "sliders" enabling employees to move these piles from place to place by means of the trucks, simply sliding the platform from table to truck and truck to table. This operation is performed with surprising ease, a weight of 1,500 or 2,000 pounds being easily moved by a couple of bindery girls. The entire system is one of the greatest labor-savers imaginable in an establishment such as Warwick Bros. & Rutter, where a large quantity of blank work is put through every day. For instance, the handling of a pile of small pads that would occupy a boy or girl for half an hour or more in the old way becomes the work of a moment when stacked on a "slider."

SOME OTHER ORIGINAL FEATURES.

Another idea that Mr. Johnson worked out himself to meet a difficulty common to most large binderies is the installation of a special type of seats for hand folders and other girls working at tables. A heavy piece of piping material is used in installing each of these seats, this piping being run from the floor to the under side of the table. Another piece of pipe is attached to the upright piece and this extends out from the table and supports a seat, which is of polished wood like the seat of a stool. The seat can then be swung in and out and a set-screw also permits of adjusting it at different heights to suit different girls or different classes of work. Another good feature of this seating system is that it keeps the girls apart and prevents them to some extent from indulging in the natural tendency to discuss the fashions, etc.

A high degree of efficiency is secured on the stitching

machines by the use of an auxiliary feed table constructed of heavy tin and built the proper height to set on the table which surrounds the stitching machine. This enables the assistant operator to keep a line of saddle-stitched books always in reserve and makes it possible for the chief operator to run the stitcher as fast as it will go.

EFFICIENCY IN BLANK BOOK AND FINISHING DEPARTMENTS.

The blank book department is situated on the ground floor below one side of the gallery and one of the chief points of efficiency that has been successfully attained in connection with this department is the handling of all work passing through it without allowing it to return over the same ground. In other words, the work describes a circle, coming in at one end and going out at the other and passing naturally from one piece of equipment to the other, finally ending up at the shipping table. This feature is, of course, true of other departments also.

The finishing department is enclosed in a square formed by the work benches. This method enables the workmen in this department to turn out better work and more of it because they do not suffer the interruptions which always come where benches are open in the ordinary fashion. Of course, if anyone wants to bring material to that department they can come up to it as a customer would to a "circle" counter in a department store. The same idea is also very well worked out in the shipping department.

A SPECIAL PROCESS OF PADDING.

Warwick Bros. & Rutter turn out an enormous quantity of padding and a good deal of it is done in accordance with the Johnson Patented Process, which was originated by Mr. Johnson, the superintendent of the bindery. The economical handling of this work and the degree of perfection attained is such a decided contrast to conditions in many binderies that it is thought worthy of recording briefly here. The stock is first counted and the padding boards put in by girls. It is then transferred to the cutting machines where it is cut to a smaller size for padding. Instead of stacking these up loosely the operator of the cutting machine then stacks the pile of stock on a special padding press originated by Mr. Johnson. This consists of two heavy reinforced boards, one for the top and one for the bottom of the pile. These are connected by means of an iron rod at each corner, each of which is attached to the lower board by means of a hook and the other end of the rod being threaded the press is tightened with ordinary wing nuts. It will be noted that these padding presses are collapsible and therefore when not in use they can be stored in very little space. As these presses are filled with stock ready for padding, they are transferred on the trucks to the bench where the glue is applied. One coat of glue is allowed to stand for a few minutes and then a piece of cheesecloth is placed over the edges and a thinner coat of glue applied. When the glue is thoroughly dry a coat of lacquer and also of coloring is applied, giving a fine finish. The pads are then taken back to the girls' tables and are cut apart and the blotting paper and covers are put on, after which they are returned to the cutting machines and cut and trimmed to exact sizes.

OTHER ITEMS OF EQUIPMENT.

A few of the other important items of equipment in the bindery equipment are: six standing presses, made by Westman & Baker, two Latham punches, a Tatum perforator, Singer book-sewing machines, Dexter folder, equipped with Dexter pile feeder, two double paging machines, made by John McAdams & Sons, New York, two White pagers, made by A. J. Burton & Sons, Chicago, a number of Latham stitchers, etc.

A raised platform in the centre of the room, surrounded by glass, provides an excellent office for the superintendent of the bindery and his assistants.

The stock room is at one end of the manufacturing building and is entirely closed in by means of iron lattice work, extending clear to the ceiling. The stock room is kept under lock and key and in charge of a regular stockkeeper, whose instructions are not to hand out any stock without an order signed by the superintendent. An extensive stock of leathers is on hand for the making of account books.

THREE "VETERANS."

The manufacturing end of Warwick Bros. & Rutter's business is under the immediate direction of three men, all of whom have been with the firm for a long period of years.

E. J. Hathaway, who is also a director of the Warwick Bros. firm, is the head of the manufacturing department. He has been a member of the staff in various capacities ever since he commenced as an office boy in knickerbockers. Loyalty and perseverance have brought their reward to Mr. Hathaway, as they do to every man who really applies these important qualities to his business associations.

C. Johnson has been in charge of the bindery department as superintendent for the past twenty-seven years, coming to this country from London, England, where he served his apprenticeship and received a thorough grounding in every phase of the work to which he is devoting his life and about which he has always remained enthusiastic.

W. J. Foster, who is superintendent of the printing end, has one year more to his credit than has Mr. Johnson, having started with the firm when a young man twenty-eight years ago. At that time he was on the staff as a compositor, one of the first members of the composing room staff, and it fell to his lot to assist in laying the first type in the Warwick Bros. & Rutter establishment. He has risen gradually but steadily until he now occupies the important position of head of his department. Mr. Foster is still young and rivals Mr. Johnson for enthusiasm and initiative.

The policy of promotion for length of service, coupled with good work, is one that is consistently worked out in Warwick Bros. & Rutter's establishment. For example, five of the ten cylinder pressmen started with the firm as boys and have worked up to their present good positions. The same is true in the bindery department, where nearly all the men holding good jobs have been with the firm for many years.

F. S. Thomas Erecting Five Storey Building

THE bookbinding business of F. S. Thomas, Toronto, has been built up as a result of close attention to the needs of his many trade customers, and from giving particular care to the matter of improved equipment and the speedy production of work. A striking tribute to this progressive policy is the five-storey, mill-constructed building now in course of construction at 180 John street, which Mr. Thomas expects to occupy about June 1. The front of the building is of stone to the first floor and the balance terra cotta pressed brick. Red brick is used for the side and rear walls. There will be two entrances at the front, one at either side, also an elevator entrance along the private lane that is being reserved, which will have the additional advantage of ensuring the best of light on all of the five floors. A Turnbull elevator is being installed. The area of each floor is 70x110 feet, or a total of 60,000 square feet in the entire building. For the present Mr. Thomas will occupy only two of the five floors, as this will give the plant more room than at present. The remainder of the building will be leased but will be available for future needs.

Youngest Daily Has Excellent Corner Building

Niagara Falls Review Possessor of Splendid Home — Excellent Plant and Good Arrangement of Same — Daily Edition Started Last October

THE REVIEW, of Niagara Falls, Ont., is the youngest daily paper in the Dominion, the first issue appearing under date of October 5, last year—almost to a day 35 years since the first issue of the *Weekly Review* saw the light of day. More than that, the *Review* has one of the finest and best equipped homes of any small daily in the Dominion. It is



Square Corner Building of Niagara Falls Review.

situated on the corner of Clifton avenue and Park street and is known as the Leslie Block. The building is 3 storeys in height, including basement, which is over half above ground. The approximate cost was $13,000. The frontage is 50 feet on both streets, making the building perfectly square. The foundation is of stone, with walls of brick, lined inside with hollow tile. The insurance rate on the building is 62 cents.

COMPACT LAY-OUT.

The layout of the *Review* offices and plant is particularly interesting and the accompanying sketch showing the floor plan is well worth a careful study. It will be noted that the business and editorial offices are conveniently located in the corner of the building in which is the main entrance. The linotype and intertype machines are in the front of the building, where the light is excellent, although, as a matter of fact, the numerous windows give extra good light throughout the entire establishment. The cabinets and make-up stones are in the centre of the room, convenient for receiving instructions from office, working in conconjunction with typesetting machines, job presses, etc. The stock rooms are in the rear, where the stock can be handled as it comes in with very little work, because of the proximity of the rear entrance, through which the goods are received.

THE EQUIPMENT.

Of equal excellence to the layout of the plant is the equipment itself. The job department is well supplied with Hamilton dustproof cabinets, also a wood type cabinet and fine new stone of the same make. The latter is 40 x 80 inches and was specially made for the *Review*. It will hold 126 galleys and has numerous sort boxes, also chase rack, drawers, standing boards, etc. The machine typesetting is handled jointly by a linotype and an intertype, the latter being a model B, the first of this type in Canada.

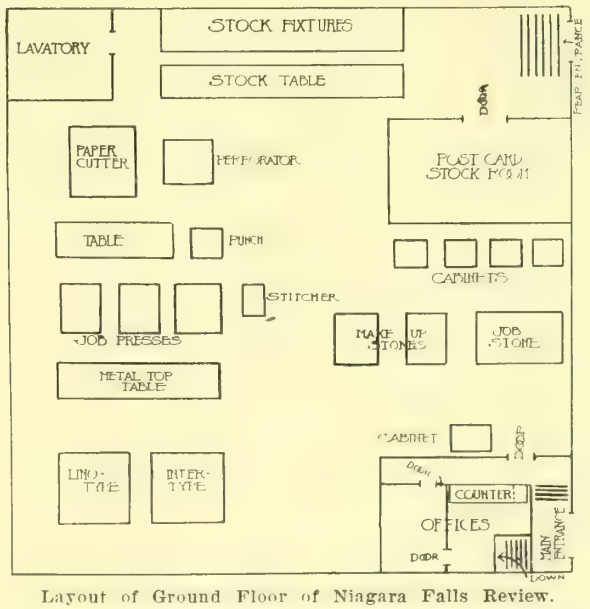
The press equipment consists of four Gordon jobbers and two cylinders. Each of the cylinders is large enough to take a four page form of the newspaper. In the bindery the principal items are Rosback perforator, Sterling round cornering machine and punch, power stitcher, Westman & Baker cutter.

A HISTORICAL GLIMPSE.

The *Review* was first established in 1879 by W. H. and J. E. Anger. They continued the business together until 1885, when W. H. Anger withdrew from the business and established a business college, J. E. Anger continuing the business alone. In October, 1892, Mr. Anger sold out to the late J. B. Stephens, having completed thirteen volumes of the paper. Mr. Stephens commenced publishing the paper with the fourteenth volume and continued until 1904, when he in turn sold to F. H. Leslie, the present proprietor. In October of last year, however, Mr. Leslie organized a stock company under the name of F. H. Leslie Limited, with the intention of commencing the publication of the daily, which was started on October 5. Mr. Leslie owns most of the stock in the company and also owns personally the new home of the paper. The editor of the *Evening Review* is Robert Batho, a journalist of considerable renown. He is also a biographer and a life of King George and also one of General Booth were published by George Newnes, Ltd., and both had a good sale.

GOOD TRADE IN CALENDARS AND POST CARDS.

Besides the publishing of the paper the *Review* enjoys a nice business in commercial job printing and has also



Layout of Ground Floor of Niagara Falls Review.

worked up a good trade in picture post cards and calendars. The size of the stock room used solely for post card stock, shown in the sketch, gives the reader some idea of the importance of this department alone.

The top floor will provide room for future growth and in the meantime is rented to a good tenant, bringing in a fair revenue.

Chatham News Marks Half Century's Growth

New Building Shaped Like Letter L—7,000 Square Feet to Each Floor—All Departments Conveniently Located—A. C. Woodward Owner Since 1900

SITUATED at the corner of Fourth and Llewellyn streets in the city of Chatham is the fine new 3-storey home of the *Daily News*, an institution that has made great strides in both the publishing and job printing fields since its establishment a little over half a century ago. Built of red brick, and having an abundance of windows along both street frontages, together with an attractive main entrance on Fourth street, gives to the *News* building a good, substantial appearance, without any suggestion of showiness or excess of trimming. It is plain even to the casual observer that the structure has been designed with a view to its practical utility as a home for a modern, progressive, printing and publishing concern.

EACH FLOOR 7,000 SQUARE FEET.

On Fourth street the frontage is 28 feet while the main wing has a depth of 138 feet on Llewellyn street to a lane at the rear. Running south along this lane is the other wing of the building, this being 88 feet long and 36 feet wide. A computation of these dimensions shows that each floor has a little over 7000 square feet. Thus the total floor space of the 3 storeys and basement is about 28,000 square feet.



FIREPROOF AND SANITARY FEATURES.

With walls constructed entirely of red brick and pillars and girders of steel and steel window frames, the building is practically fireproof. Two fire hose on each floor provide additional fire protection. All electric wires are encased in conduits and a wire cage is provided for each electric lamp.

The lighting and ventilating arrangements in the *News* building leave nothing to be desired in this direction. Large windows are situated almost entirely round the building. With the exception of those lighting the office on the ground floor the windows are all made of prism glass, thus diffusing the light rays over the entire room. The upper part of each window tips from the top inwardly. The fumes from the linotypes are taken care of by a hood placed over each machine, the pipe from which leads into a main pipe above which connects with a vent chimney in the wall. This main pipe is graduated, being small at the end farthest from the chimney and increasing in size as each connecting pipe enters it. The graduation of the pipe in this way helps to create a draft, which quickly carries off the fumes.

A large steam heating plant is situated in the basement, the fuel used being natural gas. This gives a steady heat, is easily regulated, and is available at low cost. Electricity provides both light and power in all departments.

BUSINESS AND EDITORIAL OFFICES.

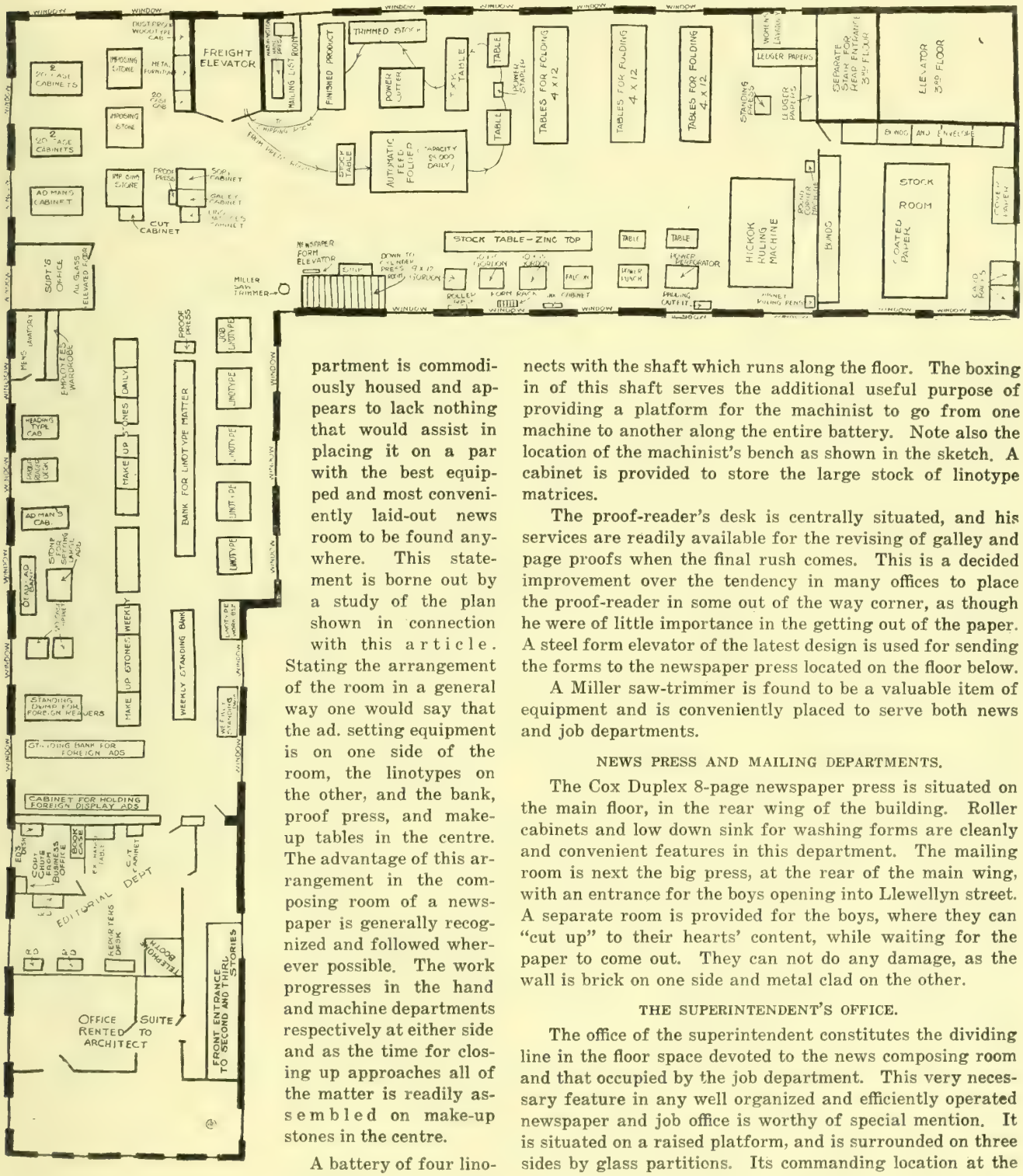
The general business office is situated on the ground floor at the front of the building, the entrance being at the corner of the two streets on which the building is located. Here are the desks of the advertising men, accountants, stenographers, also the switchboard, adding machine, etc. As is the case when surveying the outside of the building one is impressed on entering the business office with the orderly array of office equipment and the "business as usual" spirit that seems to permeate the atmosphere of the entire office. Back of the main business office is the spacious private office of A. C. Woodward, the proprietor. Both offices are finished in Georgia pine, with art steel ceilings.

Above the business offices, on the second floor, are located the office of the editor and the editorial rooms of the newspaper. Communication between these two departments is made much easier by the use of a wire basket conveyor for copy and cuts. A second contrivance of this sort operates between the editor's office and the superintendent's desk in the composing room. A number of reporter's desks, each equipped with typewriter, an indexed cut cabinet and a sound proof telephone cabinet, complete an ideal equipment for the handling of the news end of the paper. M. M. Maxwell is editor of the paper.

NEWS COMPOSING ROOM.

Back of the editorial offices on the second floor is the composing and make-up room of the newspaper. This de-

The sketch below shows the complete lay-out of the editorial, news composing room, job department and bindery. Note central location of superintendent's office, short trip of work through bindery, convenient arrangement of news composing room by reason of placing the linos and ad setting department on opposite sides, bringing the work together on the make-up stones in the centre.



partment is commodiously housed and appears to lack nothing that would assist in placing it on a par with the best equipped and most conveniently laid-out news room to be found anywhere. This statement is borne out by a study of the plan shown in connection with this article. Stating the arrangement of the room in a general way one would say that the ad. setting equipment is on one side of the room, the linotypes on the other, and the bank, proof press, and make-up tables in the centre. The advantage of this arrangement in the composing room of a newspaper is generally recognized and followed wherever possible. The work progresses in the hand and machine departments respectively at either side and as the time for closing up approaches all of the matter is readily assembled on make-up stones in the centre.

A battery of four linotypes handle the machine composition on the paper, a fifth machine being reserved solely for job work. Two features in connection with the linotype equipment of the *News* are worthy of special mention. One of these is the excellent ventilating system already referred to. The other is the manner in which the shafting which directly furnishes the driving power is encased at the rear of the machines. The motor is installed on a shelf attached to the ceiling and this connects with the shaft which runs along the floor. The boxing in of this shaft serves the additional useful purpose of providing a platform for the machinist to go from one machine to another along the entire battery. Note also the location of the machinist's bench as shown in the sketch. A cabinet is provided to store the large stock of linotype matrices.

The proof-reader's desk is centrally situated, and his services are readily available for the revising of galley and page proofs when the final rush comes. This is a decided improvement over the tendency in many offices to place the proof-reader in some out of the way corner, as though he were of little importance in the getting out of the paper. A steel form elevator of the latest design is used for sending the forms to the newspaper press located on the floor below.

A Miller saw-trimmer is found to be a valuable item of equipment and is conveniently placed to serve both news and job departments.

NEWS PRESS AND MAILING DEPARTMENTS.

The Cox Duplex 8-page newspaper press is situated on the main floor, in the rear wing of the building. Roller cabinets and low down sink for washing forms are cleanly and convenient features in this department. The mailing room is next the big press, at the rear of the main wing, with an entrance for the boys opening into Llewellyn street. A separate room is provided for the boys, where they can "cut up" to their hearts' content, while waiting for the paper to come out. They can not do any damage, as the wall is brick on one side and metal clad on the other.

THE SUPERINTENDENT'S OFFICE.

The office of the superintendent constitutes the dividing line in the floor space devoted to the news composing room and that occupied by the job department. This very necessary feature in any well organized and efficiently operated newspaper and job office is worthy of special mention. It is situated on a raised platform, and is surrounded on three sides by glass partitions. Its commanding location at the junction of the two wings of the building enables the superintendent to obtain an unobstructed view of the entire floor. J. C. Shepherd occupies the position of superintendent and is in immediate charge of all work that passes through the establishment, both in the news and job ends. He has been with the firm since Mr. Woodward took over the business in 1900.

The job composing room is situated in one corner of the second floor, between the superintendent's office and the

freight elevator, as shown on the sketch. Eight dust-proof cabinets and one Hamilton cut cabinet constitute a fine array of hand-setting equipment. They not only present a fine appearance but are cleanly and compact beyond criticism. In addition to these there are the dust-proof wood type cabinet, sort cabinet and rack for steel furniture—of which useful material there is an abundance. Three imposing stones are ranged in a row next the cabinets used for setting and make-up, one of these being a "metropolitan," size 48 x 72 inches.

PLATEN AND CYLINDER PRESSES.

As shown in the sketch the battery of platen presses is ranged along a part of the west wall of the south wing, securing excellent light from several windows and with abundant auxiliary equipment such as form rack, ink cabinets, covered cans for oily rags, and roller racks. A very useful feature of the platen press department is a long table, for stock and finished work, that extends the entire distance behind the three Gordons and the automatic Falcon machine. This table is very heavily constructed and is covered with zinc, which makes an excellent top for jogging finished work and is also easy to keep neat and clean. The floor is also zinc covered, thus preventing oils and inks from soaking in and thereby increasing the danger from fire. The row of presses is operated from a line shaft suspended on the ceiling of the floor below, driving belts being brought up through the floor for each machine.

The cylinder press department is on the ground floor, in the end of the south wing. Here also there is provided ample accommodation for ink storage, rollers, forms waiting for press, etc. The ideal of having a place for everything and everything in its place, which is so noticeable throughout the entire plant, seems to have reached a particularly high standard in the press departments.

ROUTING WORK IN THE BINDERY.

Perhaps the most interesting department to visit is the bindery, which is equipped with the most modern machinery and every unit in the department is placed so as to work in harmony with other units in the economical routing of the work. The route followed by all machine binding—which constitutes the bulk of the big edition work which the *News* handles—is indicated on the sketch. The sheets are first brought into the room from the hoist, and put through the automatic folding machine, which has a capacity of 25,000 a day. After that they go at once to the power stapler nearby. Tables are provided on either side for stacking the books before and after stitching. They are then passed to another stock table placed conveniently for the operator of the cutting machine and are then trimmed, bundled for shipping and again go down the hoist to the shipping room on the floor below. It will readily be appreciated that in the handling of an edition of say half a million this compact arrangement of the equipment and the relatively small amount of handling called for means a great deal in the efficient working of the department. Cowan trucks and platforms are used to excellent advantage in the transference of the printed sheets from the press room to the bindery. Huge bins with one side open are also used on these platforms and into these the books are sometimes stacked when delivered from the folder, stitcher or cutter.

SHIPPING, PAPER STORAGE, ETC.

On the ground floor at the north-east corner of the building a shipping and receiving room is partitioned off between the hoist enclosure and the outer walls. Here all goods are unpacked as they arrive and finished work is boxed or otherwise prepared for shipment. The spacious basement furnishes ample storage space for the rolls of newsprint and also for the heavy stock of book papers carried. On the second floor, at the extreme south end of the building, is located the job stock room. This is shown in the plan and the respective positions of the envelope, cardboard and flat papers, stock fixtures is indicated. Coated papers are also stored in this room, which is completely partitioned off from the rest of the floor. The stock fixtures are specially constructed to hold the various stock sizes of papers, cardboards, etc.

ROOM TO GROW.

The *News* does not at present occupy the entire building, but have purposely allowed considerable room over their immediate need to cope with the growth of the business which past experience has led them to anticipate in the not distant future. A large room on the ground floor situated between the business offices and the mailing department, is at present under lease to the Chatham Board of Education and teacher and pupils meet here daily. So the *News* building houses more than one kind of educational enterprise, and both are so necessary to the good of the community that the appropriateness of the association is obvious. The entire third floor is open for rental for the time being. It will be noted in the plan of the second floor that two spaces are shown in the south-east corner of the building, marked respectively "Elevator to Third Floor" and "Separate Stair for Rear Entrance to Third Floor." The idea of this arrangement is that the floor could be divided into two parts if desired and each concern given separate entrance and elevator facilities. Or the extra stair would, serve as a rear entrance for employees if desired.

On the ground floor at the south end of the rear wing is a commodious garage and adjoining it a specially constructed room for storage of gasoline and other oils.

52 YEARS OF GROWTH.

The Chatham *News* dates from 1862, when the first humble foundations on which the present progressive paper is built were laid by J. R. Gemmill, now sheriff of Kent, and at one time a member of Toronto *Globe* staff under the *regime* of George Brown. The paper was originally the Chatham *Banner*, and under the management of Mr. Gemmill appeared regularly as a weekly for upwards of thirty years. It was a staunch supporter of the Reform party, and under Mr. Gemmill's control experienced a gradual, but steady growth.

In 1894 a decided change took place. The firm of Brierly & MacKay—comprising J. S. Brierly, afterwards of the Montreal *Herald*, and J. F. MacKay, at present business manager of the Toronto *Globe*—acquired the paper, and proceeded to make some decided innovations. The chief of these was the inauguration of a daily edition, the first issue of which was launched under the name of *The Evening Banner* in April, 1894.

Some three years later Messrs. Brierly & MacKay, after a brief but prosperous regime, disposed of their interests to N. W. Ford of St. Thomas, who continued in charge till November, 1900. It was then that A. C. Woodward, the present proprietor, took hold.

The paper was in rather anaemic condition when Mr. Woodward purchased it, but the new management infused into it an abundant supply of new life. Concurrently with Mr. Woodward's assumption of power, the name of the paper was changed. During one year the name of The Chatham *Banner-News* gradually paved the way for the new name of the Chatham *Daily News*, under which it is at present carried on. The weekly is still continued as the Chatham *Weekly Banner-News*.



The 5-storey building in the foreground was the outcome of five years' growth since the 3-storey structure in the rear was erected.

MacLean Publishing Company in New Quarters

Five Storey Building Connected with Premises Erected Five Years Ago— Will Give Room for Expansion of the Business and Editorial Departments

EARLY in September of last year the MacLean Publishing Co., Limited, Toronto, moved its editorial and business offices into their new five-storey and basement building at the corner of University Avenue and Edward street. It is connected with the old building by a steel and glass gallery. The above illustration shows both old and new buildings.

REMARKABLE GROWTH OF BUSINESS.

The MacLean trade paper publishing business was started in a very small way over thirty years ago and from the date of its establishment down to the present the growth of the business has been nothing short of remarkable. Not only have the original publications prospered satisfactorily —papers that were started as struggling monthlies now being thriving weekly publications, and every one of them a leading authority in its respective field—but in addition other papers were launched from year to year until now the MacLean Co. have a string of trade papers, magazines, and one financial newspaper, numbering fourteen in all. One of these is PRINTER AND PUBLISHER, the establishment of which dates back to 1890.

After the growing business had been housed in rented premises for many years, Colonel J. B. MacLean, the President of the Company, secured a block of property on University Avenue, at the junction of Agnes street, and on this the three storey building shown in the rear and right of the above picture was erected and occupied five years ago. It appeared then that this substantial and well appointed structure would give ample accommodation as a home for the MacLean interests for many years to come, but it was not long before the increased business of the firm taxed its new home to the limit, and by the fall of 1913 it was apparent that something must be done in the way of providing additional accommodation; in fact some departments were already housed temporarily in nearby premises. The magnificent five-storey building shown above was planned and erected to furnish the necessary relief. It houses the executive, circulation, advertising, art, and editorial departments of all the MacLean papers, thus turning over the entire three storey building to the needs of the mechanical and stock departments.

DESCRIPTION OF BUILDING.

The new building is of red brick, mill constructed, and well finished inside. The entrance is beautifully finished in marble, both floor and side walls. Stairs are of iron and slate, adding to the fireproof features of the building. An excellent feature is the abundant provision for light and ventilation which has been made. Large windows are placed on each floor along three sides of the building, thirteen in all on each floor. The steel frames are provided with three large openings each so as to admit abundant fresh air.

The office of PRINTER AND PUBLISHER is situated on the second floor of the new building and friends of this paper will be welcome visitors at all times.

Medicine Hat News Typical of Western Growth

Sound Prosperity in West Exemplified by $25,000 New Home of Small City Daily—Situated on River Bank Facing the Park—Daily Edition Started in 1910

THE RAPID development of the Canadian West during the past few years has brought to the front a large number of hitherto "pioneer" newspapers, and at the same time has resulted in placing the job printing business in the prairie provinces on a sounder basis than ever before. The leavening influence that the year 1914 has brought, involving, as it has, the elimination of the exploiter and the speculator, is helping to bring into their own the substantial business men of western towns and cities.

In the newspaper field few papers have shown such steady and substantial growth as has the *News*, of Medicine Hat, Alberta. Medicine Hat is one of the older cities of the West—older as cities go on the magic prairies—and the birth of the *News* dates back to 1885. Thirty years ago a tiny shack was erected on the river bank and from these unpretentious quarters a weekly paper made its initial start under the guidance of J. K. Drinnan. In the early nineties Mr. Drinnan disposed of the still struggling pioneer journal to the Medicine Hat Printing and Publishing Co. and under this style the business was conducted until the present stock company, The Medicine Hat News Co., Limited, took over the business January 1, 1911. In the meantime, of course, better premises were occupied from time to time, and in 1902 a $10,000 building was erected for the paper's own uses.

In the daily field the Medicine Hat *News* is still young, though by no means a weakling. From the time of the inauguration of the daily edition in the summer of 1910 until now the circulation has grown from 400 to 3,500. The paper also possesses the distinction of actually distributing more copies locally than there are houses in the city. The publishers say this claim has been fully substantiated.

AN INVESTMENT OF $80,000.

The new home of Medicine Hat *News* represents an investment of $80,000. The building itself cost about $25,000 to erect and the remainder is represented by the magnificent site and complete plant. It was erected specially to suit the needs of the *News* and is used exclusively for their purposes.

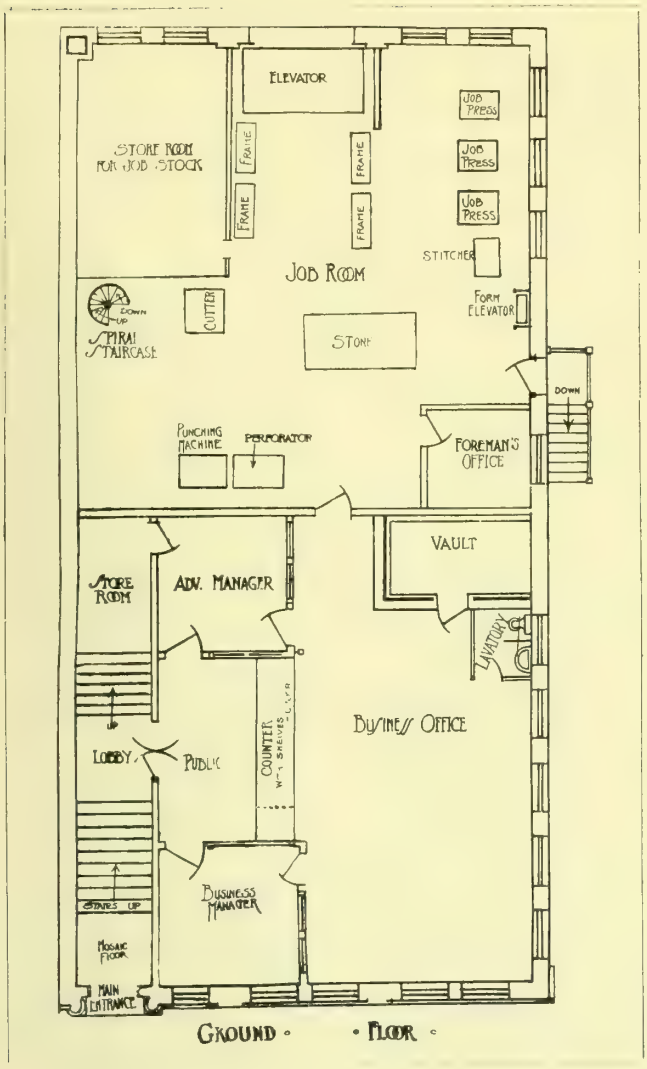
The site is admirably selected, being on the south bank of the South Saskatchewan River, giving the employees not only an inspiring view, which is some consideration, but also an abundance of light, which is of the utmost importance. Windows on the north, east and west faces assure an excellent light.

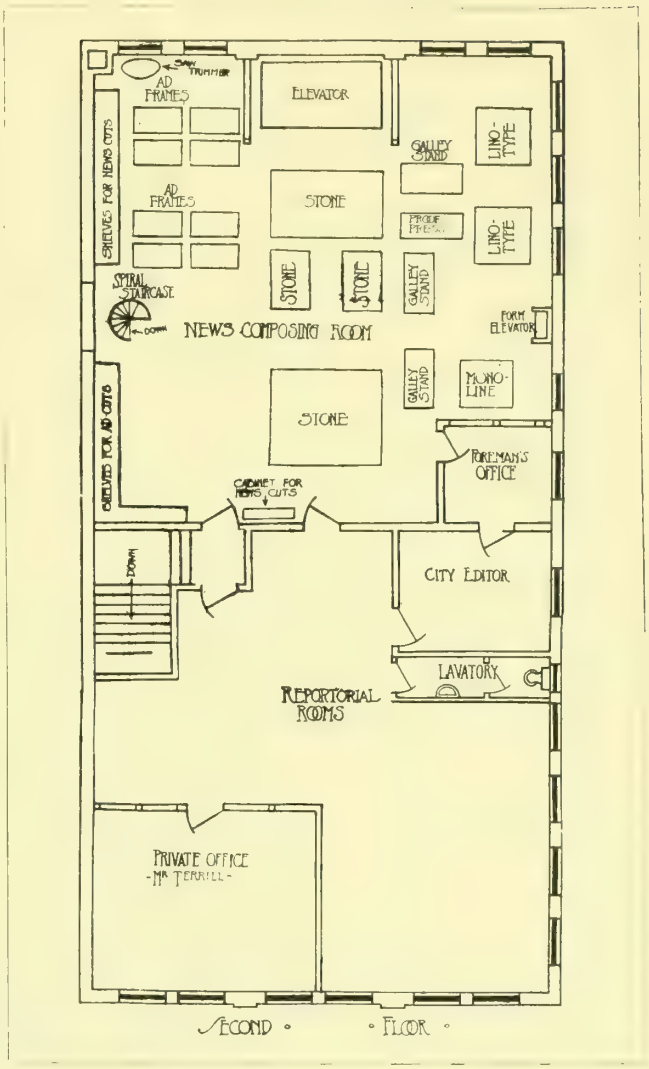
CONSTRUCTION OF BUILDING.

With a frontage of 42 feet on Sixth avenue, facing Riverside Park, the building has a front elevation which is greatly admired. The depth is 80 feet. Thus there is a



Substantial Evidence of the Progressiveness and Prosperity of Western Canada's Newspapers.
New Home Owned and Occupied Exclusively by the News, Medicine Hat, Alberta.





total floor space on the 3 floors of over 10,000 square feet. The basement extends six feet above the street level and eight feet below and is faced with brown tapestry brick with artificial stone dressings while the brick above is hand-picked pressed brick which also was used on the river side of the building. The main entrance is a notable feature of the building and is built entirely of stone in circular columns, broken at intervals with square quoins with molded Ionic caps and bases and a sweeping cornice.

THE INTERIOR.

Inside the building is complete and commodious. Swinging open the massive oak door at the main entrance, one enters a vestibule with Mosiac tile, mounts a wide stair with maple treads and faces. Oak swing doors pass one into the spacious business office which, with the comfortable office of the general manager, occupies the front. These offices as well as all others of the building are finished in solid oak, with burlap wainscoting and metal ceilings. Adjoining the main business offices are those of the advertising manager and the job department superintendent, while a huge vault occupies another corner.

WELL APPOINTED WORK ROOMS.

Upstairs, the first sight is one of the finest reporters' rooms in Western Canada, with accommodation for a dozen or more reporters. The remainder of the front is a large board room. Adjoining the reporters' room is the news editors' office and the office of the foreman of the composing room. Behind these offices is the composing room.

Below this room is the job room, a spiral steel staircase connecting these two offices and going on down to the basement. All of these workrooms are perfectly ventilated by means of a forced draft system driven by a large fan. The news press is in the basement which is fourteen feet clear well lighted and built to accommodate a large three deck press when the time comes for its installation. The steam-heating and stereotyping plants are located in one corner of the basement. Provision is made for a freight elevator reaching all floors.

THE EQUIPMENT.

Some of the principal items of mechanical equipment at present installed in the *News* plant are Miehle cylinder, folder, 3 platen presses, Rosback stitcher, power cutter, perforator, punching machines, etc. In the news composing room, in addition to a complete equipment for hand composing and make-up, are two linotypes and one monoline machine. Another labor-saving item is a Miller saw trimmer.

CAN ADD TWO FLOORS LATER.

The building is most solidly constructed with cement foundations and walls capable of carrying two more stories. The floors are laminated and all covered with maple flooring. Numerous electric lights provide artificial light. The building is perfectly sanitary in every way.

An inter-department telephone system connects the various offices and provision is made for a compressed air delivery system as well.

Excellent Layout of College Press, Ltd., Toronto

Ideal Arrangement of Plant and Offices—Fine Home Secured by Building Front to Old Dwelling — Business Was Started in 1907

STEADY growth since the launching of the business seven years ago has made a reality the particularly fine printing building shown on this page, owned and occupied by College Press, Limited, Toronto. The new building was erected on the front of property at 357 College street, on which was situated a substanial brick dwelling which had been moved back from the street front some 57 feet. As it stands now, the combined old and new buildings have a depth of 100 feet, with a frontage of 25 feet. The erection of the new section has completely transformed the old dwelling into an admirable business block, a credit to the thoroughfare on which it is located and well suited to the needs of an up-to-date job printing business.

DESCRIPTION OF BUILDING.

The building has 3 storeys and basement and is constructed of solid brick, the outside presenting a fine appearance by the use of a very attractive grey, iron-shot brick, with generous trimmings of white cut stone. The flooring throughout is maple, stairs are of oak, and office partitions of Georgia pine. There is a concrete floor in the entire basement, and except in the pressroom this is covered with flooring. The total cost of erecting the building and connecting it with the old, was about $15,000.

In the matter of good light on all floors College Press is particularly fortunate, being situated on the corner of a wide lane. This guarantees perpetual light on at least two sides of the building and this has been taken advantage of by placing numerous windows in the front and west walls. Steel frames and wired glass has been used along the side windows while plate glass is a feature of the front windows.

Passing in at the front entrance one takes mental note of the solid stone step, the heavy oak doors with panels of beveled plate glass, and the mosaic tile flooring in the entrance lobby. The walls of lobby and stairways are given a fine appearance by the use of art steel, enameled to represent white tiling. The lower part is painted brown and is of a special pattern, forming a neat wainscoting.

Fireproof calomine doors, with wired glass panels, lead from each landing to the apartments on each floor. The doors between the old part of the building and the new are likewise fireproof.

PRINTING BUSINESS IN BASEMENT.

The College Press is at present very comfortably housed in the commodious basement of their new building, the three upper floors being leased pending their requirement for future growth. The diagram showing the floor plan gives an idea of the very convenient manner in which the plant and offices are laid out. The layout is certainly all that could be desired. The offices and composing room occupy the new section and the press room the old, with the steam heating plant in a separate bricked-off room across the end of the old basement. The partitions in the front office are of Georgia pine, with glass panels having chipped borders in an appropriate pattern. Muranese glass is used in the partition between the offices and plant. An excellent feature in improving the appearance of the establishment is the tinting of the brick walls in the basement. In the office the colors used are white and buff, the latter serving as a wainscoting and the combination giving a good effect. White and dark green are used in a similar manner in the mechanical departments.



"A tribute to the perseverance and ability of the proprietors." New Building of College Press, Toronto.

The equipment of College Press consists chiefly of Hamilton cabinets, stones, two Gordon presses, one special No. 5 Victoria and one pony Optimus. One motor operates the two small platens and one each the Victoria and Optimus. There are also a number of very useful conveniences such as a wooden rack for holding a waste paper bag when filling, ink and roller cabinets in pressroom, etc.

College Press evidently believe in advertising their own business and in this connection have numerous signs inside as wel as outside the building.

College press was founded in 1907 by B. H. and F. M. Brown. The first home at 315 College street was vacated in April, 1912, when the young firm moved into the dwelling referred to in this article. The present fine business and new home are an eloquent tribute to the perseverence and ability of Messrs. Brown and to the excellent quality of the product produced.

Addition to Building and New Press for St. Thomas Times

TO MEET the needs of increasing business and to make room for a new Hoe press to replace the Cox Duplex previously in use, St. Thomas *Times* has recently completed the erection of a two-storey and basement addition to their present building, giving an additional 400 square feet on each floor. White brick is the material used in construction, making the addition correspond with the old building. The addition brings the structure out to a lane at the rear of the property. Double doors have been put in on the second floor, opening into the space above the lane, to admit of hoisting heavy machinery to the composing department with the minimum of labor and inconvenience. The addition has made possible the rearrangement of the news composing room on the second floor, this department being previously badly congested. The necessity for moving the linotype machines into the addition was also made the opportunity for installing individual motors on these machines, the "Century" being the motor chosen. The new newspaper press is a Hoe 24-page machine of modern type and high speed. It will print ten to twelve thousand an hour of a 24-page paper. The necessary stereotyping equipment has also been added to make the plant complete. An Otis-Fensom elevator has been installed, connecting the three floors. The addition to the building and the new press, etc., will entail an investment of more than $20,000.

AN INTERESTING HISTORY.

The development of St. Thomas *Times*, since it was taken over in April, 1902, by the present principal owner, L. H. Dingman, has been very marked. Circulation growth would tell the story but the complete revolution that has taken place in those twelve years in the manner of printing the paper tells the story even more graphically. When Mr. Dingman took charge the press used was a double cylinder machine of an antiquated pattern. As soon as could be managed it was discarded and replaced with an eight-page Duplex, which it was then expected would serve the needs of the *Times* for many years to come. As a matter of fact the press was in excellent condition when taken down. The need for a faster and larger machine was the only reason that prompted the recent change to the Hoe perfecting press already described.

St. Thomas *Times* was founded by the late Jonathan Wilkinson in the year 1873. The daily edition was commenced in 1882. J. W. Eedy, now of St. Mary's *Journal*, was the owner of the paper for a number of years prior to its passing into Mr. Dingman's hands. Mr. Dingman's experience in the St. Thomas field has not been confined to his present interest. He was formerly manager of St. Thomas *Journal* for a number of years during the ownership of that paper by J. S. Brierley.

Continued Growth of Bryant Press, Toronto

IN THE Building and Equipment Number of PRINTER AND PUBLISHER published just one year ago two pages were devoted to a review of the Bryant Press Limited, Toronto, with particular reference to their new building on George street, which they had recently moved into at that time. It is, therefore, a very significant tribute to the growth of the Bryant Press that on the occasion of publishing this Third Annual Building and Equipment Number a large addition has been made to their year-old premises, giving



Home of St. Thomas Times, Showing Recent Addition.

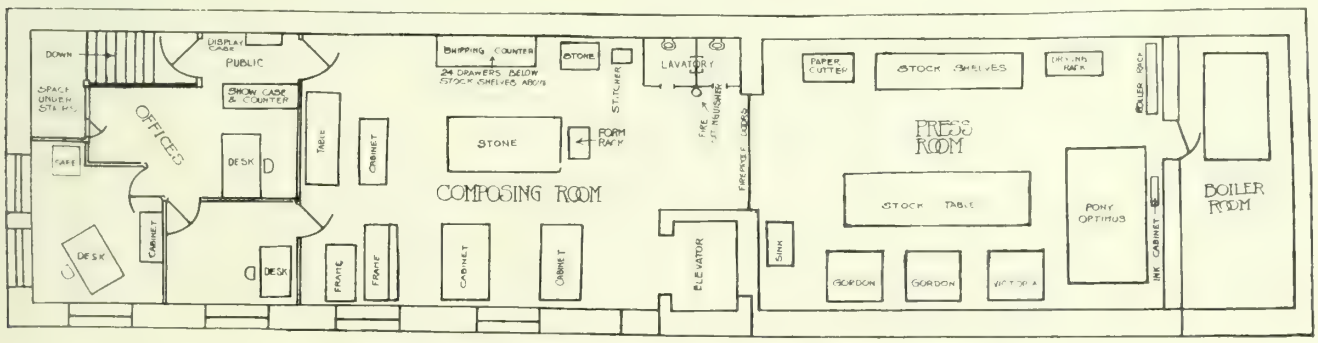
space for the addition of some new equipment and enabling the firm to completely rearrange the entire establishment, giving proper accommodation to the various departments.

BUILDING A BLOCK LONG.

The home of the Bryant Press now extends from George street right through to Jarvis, and the entire building has a height of two storeys. The addition is mill construction, with steel frame and wired glass windows on all sides. In fact, as in the case of the older part of the building, which fronts on George street, the red brick pillars merely serve the purpose of supporting floors and roof, the walls all around being constructed almost wholly of glass. Needless to say the light in all departments leaves nothing to be desired. It is as Mr. McComb, the manager, puts it "as bright as a sun parlor." In size the new addition covers an area of 38 x 140 feet, or a total floor space on the two floors of 10,640 square feet.

STOCK ROOM ON GROUND FLOOR.

On the ground floor of the Jarvis street building is a business office for the reception of customers, the accounting and managing offices being on the floor above. In the rear of the ground floor business office there is a commodious stock room, provision being made for all kinds of stock. The available space on the ground floor will also provide



Sketch showing layout of plant, College Press, Limited, Toronto.

room for the expansion of the cylinder press department, which, judging from the way in which the Bryant Press is growing, will grow out of its present quarters in the ground floor of the older building in the not far distant future.

THE "STRAIGHT LINE" PRINCIPLE.

What might be called the "straight line" principle has been worked out very successfully in all departments, especially in the composing room, which is now located on the second floor of the new building. The large number of Hamilton cabinets are ranged down the north side of the big room and next to them, running parallel with them, is a row of imposing stones, all lined up perfectly. Along the south wall is arranged various equipment, including the six monotype keyboards, proof-readers' desks, foreman's platform, etc., and between this row of miscellaneous equipment and the row of imposing stones is a broad passage that gives a clear "right-of-way" through the building and right into the George street section. The idea is an excellent one and is sure to promote efficiency as well as greatly improve the appearance, thus also inspiring good work on the part of the mechanical staff.

The George street section of the second floor, which has been vacated by the composing department, is now utilized for the hand and machine bindery, job press room and monotype caster room. The bindery has heretofore been compelled to make the best of greatly congested quarters in close proximity to the cylinder presses on the ground floor, reducing the efficiency of both press and bindery departments. Splendid quarters will now be available for both department. A Seybold "duplex" trimmer is one of the new pieces of equipment in the bindery.

OFFICE IS PART OF SHOP.

The main office, which is located on the second floor, at the Jarvis street front of the building, might almost be said to be part of the shop itself. This is not accidental, but quite deliberate, the intention on the part of the manager being to keep the entire establishment under his immediate supervision. To this end his desk is so placed that he can see through his window right through to George street, a block away, or in other words, the entire length of the building. An additional advantage is that the manager as well as all office records are always at hand when required.

Mr. McComb is a firm believer in giving satisfaction to customers as the very best means of building up a substantial business. No outside man is employed, though of course one is sent if requested by mail or telephone. This method of insisting on satisfied customers appears to be an excellent one because the business of the Bryant Press is steadily growing, a number of consequential customers having been added during the past year. As is generally known, the firm specializes in publications passing through the establishment. Mail order printing, resulting from advertising in numerous of these publications, is another feature of the work.

More New Buildings in Next Issue

SPACE does not permit in a single issue to completely review all the new buildings that have been erected during the past year. The "panorama" will, therefore, be continued in our March issue and the following are a few of those that are still to be reviewed: Methodist Book and Publishing House, Toronto, the largest job printing concern in Canada; six-storey building of Winnipeg *Tribune;* addition to London *Free Press;* new home of Calgary *News-Telegram;* new fire-proof building of Chatham *Planet;* fine corner building of Hugh C. MacLean, trade newspaper publishers, Toronto; splendid building of Lowe-Martin Co., Limited, job printers, Ottawa.

Development of Poster Advertising

THE members of the Montreal Press and Advertising Club recently had brought strongly to their attention the fact that there is something more than mere "printing" to the advertising poster, when J. M. Gibbon, general publicity agent of the Canadian Pacific Railway, delivered an address on the history and development of the poster art as allied to advertising. When Mr. Gibbon had concluded he had impressed upon his hearers the fact that poster advertising is not mere display; it rather reveals a careful study of the public attitude as developed by events and tendencies of trade, opinion and sentiment. Through many years the productions of the different poster artists of Europe have revealed a number of interesting tendencies and the latest influence has been the great war, which, Mr. Gibbon stated, can be expected to be an important factor in connection with display advertising throughout the great countries of the world.

Mr. Gibbon dealt with the historic aspect of this latest ebullition of the pictorial art, especially with its development from the gay imaginations of Parisian artists, and pointing out that the history of the poster was really a reflection of the economic conditions of the countries in which it grew.

Paris, he said, had been the centre of this art, and the most prolific field of poster production, despite the fact that during the reconstruction period after the Napoleonic wars hardly any notable posters had been produced.

The real growth of the lively Parisian poster had come after the Franco-Prussian War of 1870 and the results of that war had been very marked on her poster work. This style of art had grown particularly during the last twenty years of the nineteenth century, when the gay, giddy poster type was established.

Carrying out his argument that the progress of poster art was a reflection of national development, Mr. Gibbon showed that during the two decades after the war with Prussia Paris was still the most beautiful and artistic capital in Europe, but had been so humiliated that the people gave themselves up to frivolity to a large extent, with the "Let us eat and drink to-day, for to-morrow we die" idea, and this was reflected in the posters of the period. The posters during that time were not merely clever, but carried gayety at times to the point of impropriety.

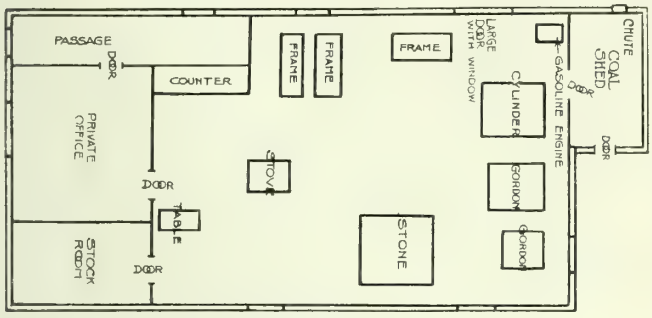
Then came the German influence. The Prussians who had conquered France and occupied Paris remained a slave to her charms, and adopted the Parisian poster habit in the middle of the '90's, when Germany had started to grow rich under her customs union, protective tariff and trade expansion.

There was also a strong British trend of art in the line of posters, which reflected both the French and German art, and also the strong outlines and rich color decorations of the Japanese school, which had made itself manifest both at Paris and Berlin. In England, as on the Continent, Mr. Gibbon said, many leading artists had devoted their talents to the production of posters. This, he showed, had been particularly developed with regard to theatrical enterprises and travel, the latter giving scope for a great deal of fine work.

While poster art had reached a high pitch of perfection in Germany, Mr. Gibbon said it was likely that this art, with other forms of German production, would suffer considerably during the next twenty years as a result of the present war. However, this branch of German culture had made a considerable impression on illustrated advertising in the United States, and it would probably continue unchecked on this side of the Atlantic, so that while European nations were recuperating after the war American poster work would increase in art and effect.

New Home of Western Town Paper

LEDUC is one of the small towns on the Calgary and Edmonton section of the C. P. R., being located just 8 miles south of the latter city. A. R. Ennis is the proprietor of the Leduc *Representative*, which was founded about 7 years ago. Mr. Ennis is now placing the paper and job printing business in connection therewith on a more solid foundation, by the erection of a new building, which has been recently completed and occupied. It is not a large building, but it is large enough to suit the needs of the business for which it was designed and furthermore it is especially laid out to measure up to the demands of a country editor who has to



Floor Plan of Representative, Leduc, Alberta.

spend at least a part of every day at the practical end of the business. It is a frame, one storey, structure, with a 20 ft. frontage on North Freeman avenue, just off the main street of the town, and a depth of 40 ft. It has a stone foundation and is plastered with two coats of wood fibre. The roof is of patent felt. The lot and building represent an investment of a little less than $1,200. The interest on this amount, however, when compared with the $18 a month rent previously paid for an upstairs flat, shows a considerable saving in expense. The insurance rate has also been considerably reduced, enough being saved on this item to pay the tax on the lot, there being nothing but a land tax exacted in Leduc.

A GOOD LAYOUT.

There are some decided advantages to the layout, which is shown by the drawing on this page, which are worth noting carefully. The chief of these features is the manner in which the customers are ushered into the counter by means of the passage 4 ft. wide and 17 ft. long which leads from the front door. The idea of this is that when the proprietor is working in the shop, he does not have far to go to wait on customers and at the same time the counter and partition at the end of the passage-way keep customers from trespassing in the workroom. In fact, the partition at the end of the passage extends clear to the ceiling and this prevents customers from looking in, excepting over the counter, which does not give them a very wide view. The building is heated by means of one large stove, which is situated near the centre of the building. The shipping door at the side is large enough to admit good-sized packing cases. The stock room is located at the front so that it can receive personal attention of the proprietor without his being far from the front office. It is also handy when samples are required to show customers.

Pacific Coast Paper Enlarges Premises

THE Eburne Press, Eburne, B.C., job printers and publishers of the *Point Grey Gazette*, have recently made an addition to their premises in the McRae Block and added some new equipment. The block itself is comparatively new, being completed only two years ago. The premises occupied by the Eburne Press, of which Laidlaw & Paton have been proprietors since 1912, have a 50 ft. frontage on Fourth avenue by a depth of 80 feet. The building is two storeys high. From 1908, the year the paper was started, until 1912, it was printed in Vancouver, but when taken over by the present proprietors the printing plant was installed and the paper has since been issued from its own office of publication. Eburne is just five miles from Vancouver waterfront on Burrard Inlet, being connected with the metropolis by electric radial line.

Some of the more important items of equipment are Miehle presses, two C. & P. Gordons, Boston stitcher, etc. Individual motor equipment is in use to good advantage, the two motors used being a Fairbanks-Morse mutiple control and a Century variable speed.

Two Anniversaries for Lindsay Post

ONE THOUSAND, NINE HUNDRED AND FOURTEEN was the twenty-first year of publication of the Lindsay *Evening Post* and also the sixtieth anniversary of the inauguration of the weekly edition—the majority year and diamond jubilee in the same establishment.

During 1914 the *Post* made two important additions to their plant. One was a modern eight-page Cox Duplex, the installation of which probably constitutes a record as being the only roll-fed press in use in a town of less than 10,000 population in the whole of Canada. The other item of new equipment is a Model 5 linotype, the installation of which fills a long-felt want. The two monolines already in use are now used exclusively for news matter for the paper and the new lino is available for advertisements and job work. The *Post* has been using typesetting machines for nearly twenty years. The first machines were Rogers, which did duty prior to the installation of the monolines.

Substantial Building for Strathroy Age

A FINE new home is nearing completion for the *Age*, Strathroy, Ont., published by Evans Bros. It is expected that the interior work will be finished in time for the paper to move in the spring. The building is of red brick with cement trimmings. It is two storeys in height and covers a ground space 72 x 46 feet. Numerous large windows supply abundant light. The *Age* will reach the half century mark in 1916, having been established in 1866.

NEW PRESS FOR HALIFAX HERALD.—An order has been given R. Hoe & Co. for a 32-page newspaper press, replacing the 24-page machine installed only a year ago.

Fake Agents Again Busy

PRINTER AND PUBLISHER feels the necessity of again issuing a warning to publishers of newspapers and magazines against fraudulent subscription agents. Reports received from authoritative sources indicate that several of these parasites are still at large in the Dominion, in most cases offering reputable magazines, singly and several together, with and without premiums, and always at ridiculously low prices. The low prices are, of course, accounted for in that the receipts are all "velvet," in other words, the magazines never see even the pittance that is collected from those who believe they are "subscribing." Keep a sharp look out for these men and do not hesitate to get the authorities after them promptly if your suspicions are aroused. If they are innocent they will soon be able to prove it but if not there is no telling the extent to which they have defrauded the public in your own and other communities.

THE EDITORS' VIEWPOINT

An Allowance for "Displacement"

A LEADING daily in an eastern city has announced its intention of throwing out a machine purchased *a little over a year ago* so that a faster and more efficient machine might take its place. A small city daily recently replaced a press which was in first-class running order, the sole reason being the necessity for a larger and faster machine. The old press, though in excellent order, brought only a small part of its original value.

In a job office recently it became necessary to replace a machine installed less than two years for one that would produce a greater product at less cost. The old machine sold for one-third its value and the proprietor was glad to get that for it.

In view of these instances—and they are merely typical ones that might be multiplied many times over—is it any wonder that a prominent supply man, whose experience and observation has been varied and extensive, voiced the opinion to PRINTER AND PUBLISHER the other day that not nearly enough provision was being made by printers to meet the cost of "displacing" equipment that had become comparatively obsolete? The idea is not to make allowance simply for machinery that will in time become worn out though that is very necessary and very commendable. But "depreciation" through wear and tear does not cover the case at all. Obsolescence is much more likely to overtake a very large proportion of the printing equipment that is in use to-day than that it will become absolutely worn out. Therefore, to make provision for "displacement" is a much greater necessity than merely to allow for depreciation.

Consider the ordinary type of platen press, for example. There are at present a number of mechanical experts in different factories busily engaged in perfecting new devices and new models which, when completed, may easily be calculated to revolutionize the printing of all ordinary work now performed by the present Gordon presses and the latter will quickly pass into disuse. It is quite conceivable that this outcome will materialize within the next year or so. When it does take place what, think you, will become of the thousands of Gordons in use to-day? Placing them on the scales and consulting the current prices for scrap metal will probably determine the value of the majority of them.

Who is to pay the bill? Must the printer start in business all over again? Assuredly not. It is as much a part of the business of printing to make an allowance for "displacement" as it is to add up a customer's account correctly. There is no use asking "How many printers do it?" —that is not the question. The case is sound, the way is clear, and every individual printer ought to have the courage to act upon his convictions. Not to make such an allowance may some day mean business ruin, any firm that neglects it is already cheating itself and inviting business decay.

The authority referred to expressed the belief that in order to make a sufficient allowance for displacement, machinery should be written off 25 per cent. the first year it is in use and 10 per cent. each subsequent year. In some cases, he said, 5 per cent. each subsequent year might be sufficient, but in the great majority of cases the higher figure should be used, thus making provision for replacing the machine in 8½ years.

A "displacement" allowance is a legitimate charge against the cost of production just the same as labor, rent and power. Do your customers bear the cost of replacing your equipment as it becomes obsolete and must be displaced by more modern and efficient machinery? There have been a multitude of new inventions in the trade during the past few years and they will continue to come. Make no mistake on that point. Does *your* cost of production include an allowance for "displacement." If it does not you have added your column of cost charges too soon.

Advertising and Increased Agricultural Production

EARLY last month an announcement was made by the Dominion Government that plans were under way for an active campaign to stimulate increased agricultural production of all kinds during 1915. The despatch sent out from Ottawa continued: "Hon. Martin Burrell is arranging for a series of conferences throughout the Dominion in January and February, at which the farmers of the various districts will be called together and given full information as to conditions in Europe, and the great demand for food supplies by the allies while the war is on. The best means of meeting those demands will be fully discussed by the farmers and those who address them."

Since last October the *Financial Post of Canada*, a sister publication to PRINTER AND PUBLISHER, has been persistently urging action by the Government in this connection, and the foregoing inspired despatch indicates the belated awakening of the Department of Agriculture as a result of the *Post's* articles. In referring to the despatch, the *Post*, while expressing satisfaction that the department had at last been aroused, criticized the method which the department proposed to employ to bring about the desired effect. The *Post* took the ground that a method vastly superior to that of holding conferences, from the dual standpoint of economy and effectiveness, was the tried and proven method of newspaper advertising. This should be done, the *Post* contended, by means of inspiring and informing talks—not lectures—published in every worth-while town and village newspaper in the Dominion.

As a result of the articles appearing in the *Financial Post* the matter of inducing the Department of Agriculture to undertake an advertising campaign through the local press of the Dominion has been taken up by Canadian Press Association, through correspondence between the manager of the association and Hon. Martin Burrell, Minister of Agriculture, and Dr. C. C. James, Commissioner of Agriculture, respectively, and later by an interview with these gentlemen at Ottawa on January 27.

The outcome of the efforts of the C. P. A., following the articles in *The Financial Post*, has been that the Government, while adhering to their original plan in regard to lecture conferences, has made a partial concession in the matter of advertising. The proposal now is to use space in

the local papers to advertise the place and date of the lecture in that particular locality, in other words, making the advertising purely supplementary to the lecture campaign. It is being further urged by the manager of the C. P. A. that the Government should undertake a campaign following the lectures, giving the results of conferences, thus inspiring action on the part of those who have attended and reaching for the first time those who have not been present at any of the conferences. This proposal does not in any sense meet the situation because it makes the advertising subsidiary to the conference campaign, whereas, efficiency demands that the reverse should be the case.

Let us consider briefly the merit of newspaper advertising as a means of fulfilling the requirement laid down in the Ottawa despatch, viz., "to give full information as to conditions in Europe, and the great demand for food supplies by the allies while the war is on." Two essential facts should be noted: *first*, the major portion of the problem is to disseminate information, not to gather it; *second*, the work must be done thoroughly and quickly or it will be too late to be of service in the present emergency.

The first point presents at once the inefficiency of the conference method and the efficiency of a newspaper advertising campaign along the lines already suggested. Whatever value the conferences may have will rest in the accuracy of the information imparted by the official Government lecturers and the effectiveness with which their message is delivered. Obviously the discussion part of the conferences is of very insignificant importance, inasmuch as what is needed in the present crisis is *clear-cut, authoritative facts* that will *inform* the farmers what grains and roots should be specialized in and to what extent the demand will be increased as a result of war conditions. If it were a question of holding conferences on summer fallowing, conservation of moisture, sheep raising, etc., the merits of the conference method would be apparent, because the free discussion and opportunity to ask questions would be of great value in improving local conditions, etc. In those subjects also the farmer's experience is valuable. But where the problem at issue is a world problem—one that is entirely unprecedented in the world's history—it surely calls for the best thought of the foremost agricultural and financial and statistical experts whose opinions and advice are available. When this has been done and all the evidence has been sifted and the decision arrived at there is only one thing more to be done and that is to publish the pronouncement of the committee as widely and as authoritatively and as quickly as possible.

The second point has already been mentioned, viz., to publish the information as *widely* as *authoritatively* and as *speedily* as possible. Here again newspaper advertising measures 100 per cent. on each of the three counts. In the matter of breadth of appeal statistics show that the average attendance at Government conferences is 20 per cent. of the farmers in the territory in which the conference is held. Obviously they are the ones who least need advice. The other 80 per cent. are not reached at all. Then, too, there must be reckoned the very large proportion of farmers who cannot even be given an opportunity to attend a conference either by reason of their location in sparsely setteld districts, or, more likely, the utter inability of the Government to procure lecturers to blanket the country in the required time.

The conference method also "falls down" in the matter of making the appeal authoritative. There is nothing suggesting the nature of a "*proclamation*" in a lecture by an individual, no matter how high his standing or how captivating his oratory. Both are forgotten, along with much he has said. This would not be the case with newspaper advertising, bearing the printed endorsement of the Department of Agriculture. Most of all the conference method is completely inefficient in the matter of performing the work in the short time available. The whole question should have been taken up vigorously by the Department last October, as was recommended repeatedly by *The Financial Post*, but, having failed to do so, the proper procedure now is to make what amends can be made for such tardiness by doing the work thoroughly and *immediately*. The logical answer—the only efficient method—is newspaper advertising. In the short space of two weeks the first announcement could be forcefully and pointedly driven home to farmers in every nook and corner of the Dominion, irrespective of language or location, through the medium of the rural press—the local papers published in the towns and villages. On every count newspaper advertising assays 100 per cent. efficient. On every count the conference method, as a *basis* for the coping with the present emergency, is wofully inefficient. It is noteworthy that newspaper advertising was the basis of the success of the campaign waged by Sir Clifford Sifton, which brought United States farmers into Western Canada in large numbers. If the Government sees fit to provide lecturers in a few thickly settled localities where sufficient interest is manifested, or if supplementary literature in the form of bulletins be used, all well and good, but let us not lose sight of the fact that *well written* and *well illustrated* advertisements in the country press is the *essential* and anything else is merely auxiliary to such advertising and not *vice versa*.

Fewer Papers—Better Service

DURING the past month Winnipeg *Telegram* and Regina *Province* have discontinued their morning editions and Regina *Leader* has ceased to publish its evening edition. This means that in Winnipeg one paper only remains in the morning field, while in Regina the entire field is divided between the *Leader* (morning) and the *Evening Province and Standard*, the latter being the combination of two papers brought about one year ago.

On that occasion PRINTER AND PUBLISHER referred to the amalgamation of the *Standard* with the *Province* as an indication of the "trend of the times." We quote from an editorial in our January, 1914, issue: "There is a great deal of over-lapping and duplication and we believe the time will come when it will be absolutely necessary for economic reasons for publishers to consolidate their interests with those of other publishers."

Recent changes in Winnipeg and Regina do not necessarily indicate a retrograde step on the part of the papers interested. They have a much wider significance than that. They mean that these papers, like many others throughout Canada, are wisely adapting themselves to new conditions—conditions that existed before the war commenced and have been accentuated by it. Some of these new conditions are the increased cost of news gathering and of publishing, the falling off in volume of advertising and the extreme cautiousness of space buyers, and the demand on the part of the public for fewer newspapers that cover their fields thoroughly rather than for more newspapers that do not reach a high standard. In other words, new conditions call for *fewer papers—better service*.

In view of the new conditions mentioned and other conditions growing out of them is not the step taken by the three papers referred to obviously based on sound logic and business economy? We are persuaded that it is. Moreover, we are persuaded also that there are dozens of Canadian papers of all classes that should follow the lead of Winnipeg *Telegram*, Regina *Leader* and Regina *Province and Standard*: not necessarily the exact move made by those papers, but some move that will fit their individual needs and result in bringing revenue and expenditure into their proper relation.



A feeling of completeness, of thoroughness, characterizes the work of Herald Press, Limited, Montreal.

Improving Status of Canadian Printed Matter

The Value of Printing Judged by its Selling Ability—Printer Should Control the Character of His Work—Factors that Lend Distinction to Printing

"THE LONGER I'm with the business," said the manager of a prominent printing plant the other day, "the more I'm persuaded the value of any piece of printed matter is in exact relation to its selling ability," and right in that remark he put his finger on the whole function and purpose of printing and of the printer.

The one remaining dike that has withheld so long the tidal sweep of progress in the printing business is the insidious misconception that printing is purely a mechanical, manufacturing business, in which the printer, like the prescription druggist, merely fills his customer's order. The customer wants a circular, a pamphlet, a catalogue, of such-and-such a size. He wants the pages displayed and arranged in such-and-such a manner. More than likely the copy for the various pages is so totally different in length that opposite pages must be set in different sizes of type.

Without considering the suitability of such instructions, the average printer accepts the order on such a basis—glad to get it—perhaps. In so doing he permits the customer to dictate the policies and aims of his (the printer's) business—permits him to jeopardize his own interests and the printer's reputation and prestige with them.

In the most of such cases the work is pre-destined to only half-success. And who, think you, in the end, must bear the blame?

But a new order of things has developed. The printer of to-day considers his product not from the standpoint of how pleased his customer will be when he opens the package, but what influence the printed matter will have when it reaches its final destination.

It may take two weeks or two months for a printer to prepare a piece of work, but the reader can dispose of it in two seconds. And the speed with which he consigns it to the waste basket is decided solely on the point of its sales-interest.

The printer who really fulfills his purpose is he who can take the rough idea of the customer and mould all its elements into a power and vital force among those to whom it will circulate.

Such a printer is influenced not a whit by customers and conventionalities. He considers each piece of work from the standpoint of the duty it must perform and invests it with a form that will aid it to accomplish that duty most efficiently. Because custom has set a certain style for business card, stationery, price lists, etc., has no weight with him. Business card or catalogue-de-luxe, each is analyzed with the acid test of selling value and given a treatment best suited to ensure a welcome, to command respect, to create a real influence wherever their respective duties call them.



Well thought out and simple arrangements go a long way toward the efficiency of typographic designs. The above group designed by J. W. Short, with the Hurley Printing Co., Brantford, Ont.

ATMOSPHERE: THE IMPORTANT FACTOR.

The atmosphere given a piece of printed matter is really the deciding factor in its success or failure. It may take considerable time to prepare the copy for the piece of work, but its force and effect may be lost entirely if the atmosphere is not in keeping with the spirit of the copy.

What is meant by atmosphere may be more readily comprehended by considering the cover page illustrated on the first page of the insert following this article. Take the words of this cover and display them in coarse, bold type and the atmosphere thus created would undoubtedly fail to arouse any interest on the part of the reader to investigate the goods described within. But the air of refinement, of delicacy, of dignity that pervades the original cover causes the reader to place a similar valuation on the goods themselves.

The question of atmosphere includes everything in connection with a piece of work from beginning to end, and necessitates that all of these matters be decided beforehand.

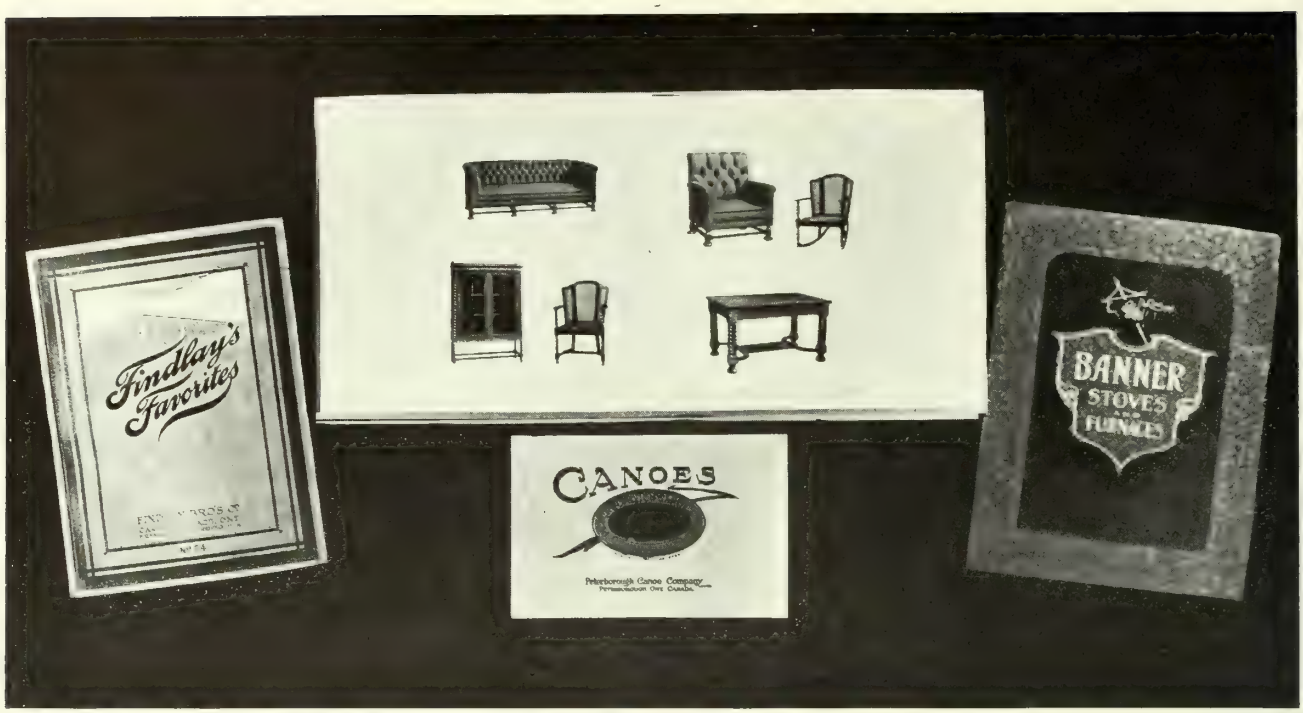
Undoubtedly the best way to make sure of giving a piece of work the atmosphere it requires is to have the whole job laid out roughly before a stroke of mechanical work is done to it. Numerous changes and improvements can then be made without entailing loss and expense.

If the most of your work is printed from type, pick out one of your best compositors, give him a desk or table, and the necessary materials for layout work and have him sketch out roughly in advance every piece of work that passes through your office. Not only will you be able to produce your work at smaller cost, but the better appearance your work will gradually assume will make it well worth while.

THE VALUE OF GOOD PAPER.

No one can gainsay the importance of paper in determining the character and sales-value of a piece of printed matter. The paper is the ground-work, the foundation upon which the whole superstructure must be built. Many an excellent piece of printing has been ruined by the use of improper stock, and conversely, many a poor piece of work has been lifted out of mediocrity by placing it upon a paper that gave it real distinction.

The style of illustration usually determines



Representative of the excellent "Salesmen-in-Print" being produced by Reid Press, Limited, Hamilton, Ont. The title page for the furniture catalogue will be found in the insert which accompanies this issue.

whether the paper will be coated or antique and yet in either classification there is sufficient scope in quality, color and weight for the printer to select just the right kind of stock to suit the requirements of each particular job.

Antique papers are apparently not appreciated as much as their character and adaptabiliy warrants. Although antique papers give much greater distinction to a job, every day one may see "all-type" jobs printed on coated paper that would be much more pleasing and effective on antique papers.

There are no set rules for determining the right kind of paper for every piece of work, but one safe principle to follow is to make sure the paper in all its elements is commensurate with the product or proposition it is to bear to the recipients.

ILLUSTRATIONS.

Too much of the work turned out in the average printshop is lacking in illustrations. Pictures are a universal language understood by all, and tell a story more vividly and convincingly than many paragraphs of type. In the production of business-building printed matter illustrations should play a large part. When the printer has analyzed his customer's proposition thoroughly, it should not be a difficult matter to persuade him of the economy of the generous use of illustrations. It should also be an easy matter to secure the co-operation of a good engraving house on this score also.

Like cheap stock and cheap typography, one of the costliest mistakes is cheap engravings. Better by far to cut down on some of the other elements of the job than handicap the designer and engraver with an expense limit. It is easy to get illustrations whose cheapness is a detriment to a proposition, but difficult to secure those that are extravagant.

THE ADVANTAGE OF PATENT OVERLAYS.

The engraving itself is not all there is to good illustrations. The best engravings will fail to show up to good advantage unless properly overlaid. Every pressman has his own peculiar way of patch-work overlay, but unless he works in co-operation with the designer and engraver, the values and tones of the engraving may be lost entirely. The better method, the safer, more economical, method is to adopt some good patent overlay system and attend to all halftones by this method. The overlay undoubtedly brings out the true values of the illustration in a manner not possible with the patch-work system.

EMBOSSING SHOULD BE MORE GENERALLY USED.

Considering its possibilities for effective sales-creating printed matter, printers make a mistake in not utilizng more generally the advantages of embossing. Often it is the embossing alone that gives snap and life to a piece of printing, and its uses are practically without limit. The roughing of coated paper is another adjunct that well repays the printer and his customer for the small extra expense.

The manufacture of embossing presses and devices have reached such a stage that almost any printshop should be able to maintain either one or the other. If not, it would be well to get into touch with a printer or bookbinder who specializes in this work and arrange to have your work handled outside.

PRINTER SHOULD TAKE HIS OWN MEDICINE.

No doubt many printers will say, "But we could never permit ourselves to go to such expense. They simply wouldn't pay for it." Usually that depends on the printer and his ability as a salesman. The printer's best argument is to use these factors in his own publicity matter, so that its efficiency will prove the advantages of better grade work.

Get rid of the idea that anything will do for your own publicity. Let go of the fallacy that you are saving money by the use of printed matter that costs you little and on which you have spent but little attention. Lose sight of the "awful"(?) cost of illustrations and engravings.

The value of printed matter is reckoned by its selling value, by the actual results it brings. If it requires twice as much as you "expected;" if it entails illustrations you had not thought of; if it needs a more expensive paper to secure the effect and results you are after—better by far to pay the extra and hit the mark, than retrench and lose all.



A refined and dignified cover that creates at once a friendly attitude towards the goods described within. Here is real efficiency in a one-color plate. Designed, engraved and printed by Herald Press, Limited, Montreal.

THE G. A. HOLLAND & SON COMPANY

INTERIOR FURNISHINGS ANTIQUE FURNITURE RUGS, STANDARD FLOOR LAMPS, ETC.



Furnishers Deluxe

519 ST. CATHERINE STREET WEST

The above pamphlet page is fitting evidence that nothing lends character and distinction to a piece of work quite as easily as appropriate hand-lettering, fine-line etchings and well-chosen antique stock. Herald Press, Limited, Montreal, apparently possess the happy faculty of combining those elements with more than average results



Jacobean PERIOD Furniture

The

H. KRUG FURNITURE Co

Limited

BERLIN, ONTARIO.

Time and money spent on the cover and title page of a catalogue usually pay big dividends. A more appropriate and pleasing introduction to catalogue pages could hardly be conceived than the above title page design. Produced by The Reid Press, Limited, Hamilton. Original in pale brown tint and black.

The WILLIS PIANO

"Canada's Best"

Established-1877

Manufactured by
Willis & Company
Limited
580 St. Catherine Street West
Montreal Canada

A fine example of fine benday work in two colors that produces the effect of three. The original was softened considerably by stippling the paper. Herald Press, Limited, Montreal seem to catch the right spirit in all of their productions.

AS OTHER PRINTERS DO IT

Roller Rack Made of Hooks

A. TALBOT & CO., London, have an excellent rack for holding platen press rollers made out of a couple of upright pieces of wood and a quantity of screw hooks about three inches long, the kind that is commonly used for screwing into the ceiling. A row of hooks is screwed in each piece of wood, each hook placed at a slightly downward angle so that each roller drops nicely into the screw heads. The entire outfit can be put together in a short time with only a very small expenditure for the screw hooks.

Convertible Stock Fixture

A SLIGHT improvement on the ordinary style of building a stock fixture for holding standard sizes in bonds, writings, cardboards, etc., is in use by A. Talbot & Co., London. Instead of nailing the cross boards solid or placing them on cleats as is often done, grooves are cut in the upright boards so that one or more of the individual shelves can be removed if desired, thus increasing the capacity of a compartment. In this way all of one size and weight paper may be kept together in one section instead of spreading it over two or three. One and one-half inch boards are necessary for uprights where it is desired to cut the grooves as explained.

A "Dryer" Preparation

MANY of the preparations used as "dryer" have a tendency to degrade the ink or harden the rollers and make them unfit for use, says Van V. Boyce in the *Printer's Album*. For light-colored inks the best dryer is the best grade of light carriage varnish. In order not to dull the color of the ink, one must use the varnish sparingly until he becomes acquainted with the amount necessary to do the work. Apply a few drops and run the press until it has been thoroughly worked into the ink and over the surface of the rollers. For the darker colored inks, either copal, japan or damar varnish can be used to good advantage, but should not be used to freely. Powdered litharge mixed with the ink can be used as a substitute for the liquid dryers, and if thoroughly mixed with a pallet knife will not affect the color of any ink. A small quantity of dry acetate of lead thoroughly mixed, or powdered soapstone, applied in the same manner as one uses bronze, is a splendid dryer, though with light-colored inks the latter will usually darken the lustre. A good home-made dryer can be made as follows: To ten cents worth of good boiled linseed oil add twenty cents worth of damar varnish. Mix by shaking well and it is ready for use. This preparation, to give the best results should be shaken well before using. It will positively not hurt the rollers or dim the lustre of the ink. A more substantial dryer is made from the following recipe; and ten to fifteen drops is enough for ordinary commercial work of about 1,000 impressions: Damar varnish, 6 oz.; Oil of Bergamot, 2 oz.; Balsam of Fir, 2 oz.; Cresote, 2 dr.; Copal Varnish, 1 dr.

Save Time in Binding Voters' Lists

IT IS customary in most offices to print voters' lists two pages at a time on a platen press, then back up with other two pages from another form. As the run is generally not more than 200, this method of handling the job is as a rule the most economical. Next comes the question of binding. How many printers there are who, as a matter of course, fold the sheets of every one of those four page sections and then proceed to gather and stitch them? Well, if you have been doing that don't do it any more. P. George Pearce, proprietor of Waterford (Ont.) *Star* said to a representative of PRINTER AND PUBLISHER: "We folded the sheets for a good many years until we hit upon a new plan that has saved a good deal of time in the binding. We have dispensed with the process of folding altogether now and instead we merely cut the sheets in two and gathered them singly. It's a much quicker method." Just a simple little thing, isn't it, but its the little economies that make for the aggregate efficiency.

Business Card Emphasizes Facilities for Booklet Printing

NEW IDEAS in business cards are always acceptable to printers. Here is one that has been tried out and found satisfactory by Moore Bros. Printing Company, corner of Adelaide and Peter Streets, Toronto. It consists of a miniature booklet, with overhanging cover, in size and shape resembling an ordinary business card. On the front "cover" is embossed the name and address of the firm in brown, with the trade mark blind embossed just above. On the right hand centre page of the four-page insert is a special announcement respecting facilities for booklet work, which is further emphasized by the novel business card. A further unusual effect is secured by the use of bright goldenrod stock, crash finish, a heavier weight being used for the outside sheet.

How to Set Type on the Curve

IN SETTING a curve for a job, difficulty is often experienced in getting the tops of the letters at their proper angle. Paste a strip of bristol board (about four or six-ply) to the inside of the line. Let this dry, and it will be seen that the heads of the letters will open to as near the exact curvature as is possible with the flat surface of the heads of the types.—J. W. SHORT.

Pricing Small Lots of Paper.—To quickly find the exact price per sheet of any kind of paper, first ascertain the price per 1,000 sheets by multiplying the ream price by two, and then point off three figures.

For instance, eighty-pound paper at 5¾ cents per pound costs $4.60 per ream, or $9.20 per thousand sheets—.0092 per sheet. Fifty-seven sheets would be worth fifty-seven times .0092, or fifty-two cents.

District Press Meetings Covering Older Ontario

Meetings at Barrie, Brantford and Brampton Definitely Announced—Sessions Already Held at Four Centres—Eastern Ontario to be Covered Also

IN ACCORDANCE with the schedule announced in last month's PRINTER AND PUBLISHER the first group of meetings in the series of district press meetings under the auspices of Canadian Press Association has already been held. Group 2 of the series has been rearranged slightly and the new schedule appears in the panel on this page. Arrangements for Group 3 are still pending, the original schedule which was printed in last month's issue having been recalled. This group will, however, be held, the changes in plans being due to an endeavor to best serve the convenience of Eastern Ontario publishers. It is believed that the original plan can be improved upon and those in charge of the meetings are working in conjunction with the publishers interested toward this end.

District Press Meetings to be Held

(GROUP 2)

BARRIE—Thursday, February 4, 1 p.m., at Barrie Hotel, Barrie. Serving Simcoe and North York.

BRANTFORD—Friday, February 5, 10.30 a.m., Board Room of the Public Library, Brantford. Serving Brant, Haldimand, Wentworth, Norfolk, Lincoln, Welland, Waterloo.

BRAMPTON—Saturday, February 6, 11 a. m., at Victoria Hotel, Brampton. Serving Halton, Peel and Dufferin.

(GROUP 3)

Schedule of meetings to be announced to cover Eastern Ontario.

Meetings have been held in group 1 at St. Thomas, on January 15, at Sarnia, on January 16, at Stratford, on January 18, and at Harriston on January 19. With the exception of the meeting in Stratford the attendance so far has been somewhat below expectations, but if the attendance has been somewhat disappointing the programme has certainly not been, nor have results been by any means negligible. The utter lack of interest shown by large numbers of the publishers in some districts who apparently would not take the trouble to travel across half a county to be present is, however, in marked contrast to the very deep interest evidenced by the speakers who gave freely of their time and travelled long distances that they might have a part in making the meetings a success and help to pave the way for future work along similar lines.

THE NET RESULTS.

Among the net results from the meetings in group 1 might be mentioned the fact that practically all who attended any of the meetings gave practical and hearty support to the proposed campaign to create more advertising for country weeklies by means of securing a better understanding of their usefulness on the part of advertising agents and advertisers generally. It is now certain that the campaign will be proceeded with, as a sufficient number have pledged their support to make this possible. Another splendid result was the joining of forces of the publishers and printers of Perth and Huron Counties, forming the Perth and Huron Counties Press Association. Huron County was organized previously, but Perth County was not, so that this means an additional county has joined in district press association work. Result number 3 was the application for membership in the C. P. A. by practically all who attended the meetings who were not already members.

THE FUTURE OF THE COUNTRY WEEKLY.

W. M. O'Bierne, Stratford *Beacon*, President Canadian Press Association, spoke on the above topic. The speaker took a particularly hopeful view of present conditions and the outlook for the future so far as the so-called "country" weekly was concerned. He said that it had become rather hard "sledding" for papers in some other classes but if the country weeklies would stick to their field and concentrate on local news, thus retaining their hold on the homes in their immediate community, they need fear no competition. Mr. O'Bierne emphasized the necessity of developing the home field to its limit and contrasted conditions prevailing many years ago with the possiblities of today. Mr. O'Bierne's address brings inspiration and cheer to those in the rural weekly field.

NEED OF LOCAL ORGANIZATION.

The necessity of local organization and some of its results was the subject assigned to E. Roy Sayles, Port Elgin *Times*, Chairman Weekly Section Canadian Press Association, and it was particularly well handled. Mr. Sayles gave clear-cut reasons why publishers should co-operate in district organizations, laying particular stress on the need for getting together at this time. The speaker mentioned a number of objections which were frequently raised and these he answered in a satisfactory manner. The necessity for organizing and the advantages to be gained from doing so, were further evidenced by the results obtained, and in this connection Mr. Sayles referred particularly to the good work that has been accomplished by the Bruce County Association, which is a 100 per cent. organization. Mr. Sayles told how Bruce County dealt with printing customers who peddled from office to office; how they handled the municipal printing and got it started on a fair basis; how every one of the 16 offices in the county got a share of it; what was done to remedy to some extent the clubbing evil, and also something of the fellowship that existed among the membership in order to make possible these and other results. The story of Bruce County is a romantic one and one which it will do any publisher good to hear. Mr. Sayles will speak at the meetings in Groups 2 and 3.

HOW TO GET MORE ADVERTISING.

Lorne A. Eedy, St. Mary's *Journal*, director of Canadian Press Association, spoke on "How to Increase Local and Foreign Advertising." Mr. Eedy introduced the subject by telling how one country publisher employed a method by which he increased his local advertising patronage 35 per cent., although he had previously maintained for many years that he was carrying all the business that could be obtained locally. Since making the increase referred to he has managed to secure a further additional 35 per cent. of business in the same manner. Mr. Eedy tells how this was done. He further believes that there are very few country weeklies in Ontario who are carrying within 25 per cent. of the local advertising which they should carry and it is certain that all of these could adapt to their own problems the method employed by the publisher referred to. Another important point was the relation between news columns and advertising columns and the effect of one upon the other. Mr. Eedy told of another method which he has employed on his own paper, by which

he accepted yearly contracts with the privilege of discontinuing them at the end of three months for 40 per cent. of the yearly rate. By means of the plan he used he has been successful in holding the great majority of such contracts for the entire year and most of them for longer. There is a lot of real meat in Mr. Eedy's address and as he too will address the meetings of Group 2 of the series, every publisher who can do so would do exceedingly well to be present at one of the meetings.

Mr. Eedy referred also to the special campaign by which it is hoped to secure more foreign advertising for country weeklies and mentioned some of the means which it is proposed to employ in obtaining this result. He also instanced several practical methods by which country publishers can themselves secure more foreign business.

FORTY YEARS' EXPERIENCE.

Not all will admit it, but there are few men who would not like to start life over again if they had the opportunity to do so. W. E. Smallfield, Renfrew *Mercury*, Chairman Ontario and Quebec Division of Canadian Press Association, gave an excellent address, starting from this point. He supposes that the gods have been good to him and that he is permitted to go back the forty years he has spent in the printing and publishing game and start all over again, at the same time being permitted to retain the experience gained during those forty years. Mr. Smallfield tells in a very interesting way a number of things he would most certainly do at the outset and during the course of his career if he had it to do all over again. This part of Mr. Smallfield's address contains a great many valuable suggestions for young men and some for older men as well. It is not a fabric of fine theories, that Mr. Smallfield weaves, but his address is an intensely practical one and leads him to tell of some of the results that have been accomplished in his own office in the matter of cost accounting, systematizing and along the line of finding out what the cost of producing advertising space really is, how that cost can be arrived at, and who should pay for it. Mr. Smallfield will also speak at all of the meetings in Groups 2 and 3.

THE C. P. A. AND WEEKLY NEWSPAPERS.

John M. Imrie, Manager Canadian Press Association, told how the Canadian Press Association is serving the weekly newspaper and gave a particularly lucid and practical address along the line of what has already been done by the C. P. A. for the weekly newspaper publishers and a brief sketch of some of the things it is proposed to do. The holding of district press conferences, drawing up of a minimum price list for job work, adoption of a uniform standard rate-card, adoption of a standard for recognizing advertising agencies, free publicity and credit bulletins were among the things referred to. Mr. Imrie pointed out that the Association realized that conditions were still far from perfect but his address emphasized the wonderful change for the better that had taken place during the past four years. No one except those in close touch with the Association can appreciate the extent and value of the work the Association is doing and every publisher who can do so should attend one of the meetings that are yet to be held and hear Mr. Imrie tell the story.

OFFICERS OF PERTH AND HURON ASSOCIATION.

The Perth and Huron Counties District Press Association, which was formed in Stratford on January 18, elected the following officers: Honorary President, W. R. Davis, Mitchell *Advocate;* President, H. B. Elliott, Wingham *Times;* Secretary, Alexander Abraham, job printer, Stratford; Executive Committee: J. W. Vanatter, Goderich *Star;* G. B. Blachford, Listowel *Banner;* Lorne Eedy, St. Mary's *Journal.* It was decided to inaugurate a campaign for membership at once and to get down to practical constructive work so as to get the maximum of benefit from the organization. A meeting will be held at Stratford on February 22, at which it is hoped that every publisher and job printer in the two counties will be represented.

As Others See Us

Smiths Falls, Ont., Nov. 14, 1914.

PRINTER AND PUBLISHER,

Enclosed I send you postal order for renewal of subscription to PRINTER AND PUBLISHER to October 31, 1915. It is the greatest money's worth we get in the office in the course of the year.

G. F. McKIMM,
Publisher, *Rideau Record.*

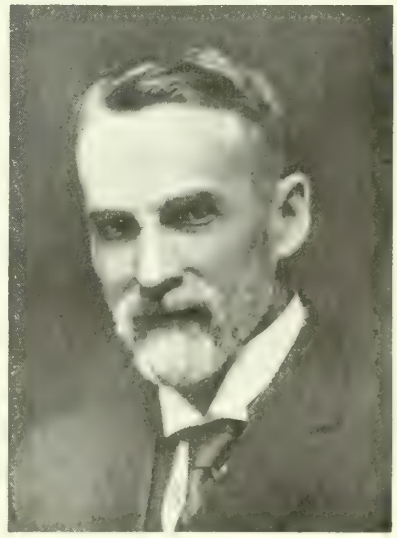
Three of the Speakers at District Press Meetings



LORNE A. EEDY



E. ROY SAYLES

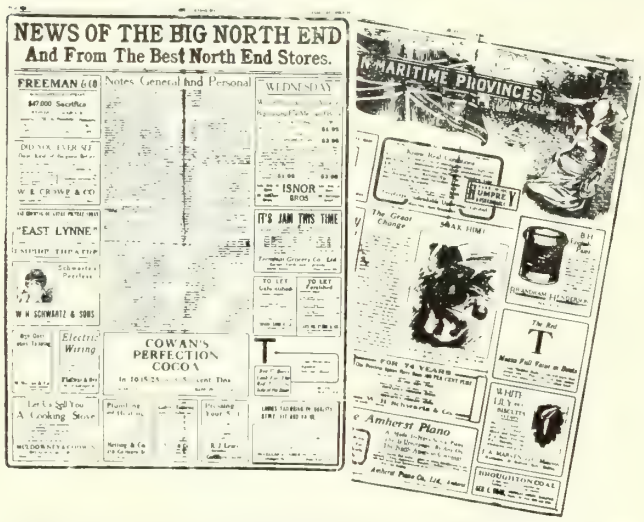


W. E. SMALLFIELD

WAYS OF OTHER PUBLISHERS

Original Ideas Secured 200 Full Pages

NEVER before was there such an urgent demand for ingenuity in the securing of advertising contracts, both for local and foreign business, as there is at the present time. A plan, or rather a series of plans, was recently evolved



Rather minute, but big enough to show the two plans that were the chief factors in securing 200 pages of new advertising for Halifax Herald and Mail.

by W. H. Dennis, advertising manager of the Halifax *Herald and Mail*, that proved so successful as to result in the signing up of contracts for 200 full pages. Mr. Dennis, who is a lieutenant in the 63rd regiment now on home duty, secured a two months' leave of absence and it was during that time that he put his plans into effect.

His first efforts were for a page of maritime advertising, which was designated "Made in the Maritime Provinces." The contracts for space on this page were gathered from all parts of Nova Scotia and New Brunswick. They call for fifty-two insertions in both the morning and evening editions, 104 pages altogether.

"LOCALIZING LOCAL ADVERTISING."

The remainder of the extra business was due to what might be termed "localizing local advertising," or, in other words, making a special appeal for business from the merchants of a separate district or suburb of Halifax. The business men of the North End were approached first and an attractive page was submitted to them bearing the catchy heading: "News of the Big North End and from the Best North End Stores." The proposition made a successful appeal to the merchants in this district and fourteen contracts were secured, nearly all from dealers who were not regular advertisers and several who had never been in the paper before. These were all signed up for once a week for a year in the evening edition. A space in the centre, about one-quarter of the page, was devoted to news of the district. This venture having met with good success the same idea was tried out on the merchants located in the south and west ends of the city, with equally good results. This brought in another class of merchants who were not previously regular advertisers. Now they will be in the evening paper once a week for a whole year.

In addition to the immediate benefit resulting from the selling of these plans to the merchants and manufacturers there is also the expectation that most of those co-operating in the scheme will continue their advertising either in the same form or in some other at the end of the year. Indeed, it is probable that after their trial experience they will find it so profitable that they will need very little argument to induce them to renew.

The pages are scheduled to run on Tuesday, Thursday and Friday, respectively, so that the extra business is distributed over the week. The experience of Mr. Dennis proves that business can be secured if it is gone after persistently and intelligently.

Print This Story in Your Paper

THE very readable little tale reproduced in the panel on this page is not placed there because it is new but because it is plenty good enough to stand repeating and fits in particularly well with the "Loyalty Campaign," now being

WEIGHED IN THE BALANCE AND FOUND WANTING

SOME time ago a man went into a store in Brantford to buy a saw. He saw the kind he wanted and asked the price. It was $1.65, the dealer said.

"Good gracious," said the man, "I can get the same thing from the mail-order house for $1.35."

"That's less than it cost me," said the dealer, "but I'll sell it on the same terms as the mail-order house, just the same."

"All right," said the customer. "You can send it along and charge it to my account."

"Not on your life," the dealer replied. "No charge accounts. You can't do business with the mail-order house that way. Fork over the cash." (The customer complied.)

"Now, two cents postage and five cents for a money order, to the mail-order house, you know."

The customer, inwardly raving, kept to his agreement and paid the seven cents.

"Now twenty-five cents expressage."

"Well, I'll be ————," he said, but he paid it, saying "Now, hand me that saw and I'll take it home myself and be rid of this foolery."

"Hand it to you? Where do you think you are? You are in Brantford and I'm in Toronto, and you'll have to wait a week for that saw."

Whereupon the dealer hung the saw on a peg and put the money in his cash drawer.

"That makes $1.67," he said. "It has cost you two cents more and taken you a week longer to get it than if you had paid my price in the first place."

conducted in dozens of Canadian newspapers, and it is therefore suggested as suitable copy at this time. The name of the town in which the paper is published should be inserted where required. "The man and saw" story was again brought to the attention of PRINTER *and* PUBLISHER through its publication in the form of a very attractive hanger by the Hurley Printing Co., Limited, Brantford. Copies of the hanger were distributed among the local merchants for store display and there is every reason to believe that missionary work of this nature would prove very effective as well as the publication of the tale in the newspaper columns as suggested herein.

And Soon There's Miles and Miles of Money

THAT a successful appeal can be made to delinquent subscribers to separate themselves from a dollar or two on the ground that the amount thus paid will be used to pay someone else, who in turn will pay someone else, and so on, has been proven by C. W. Young, a publisher of Cornwall

MONEY IS NEEDED ALL ROUND

$

We Need Money to pay other people who Need Money--and who won't wait. The enclosed amount is small, but that is all the more reason why it should be paid. A Bunch of Small Accounts runs up into Big Money. If you pay this at once, we can pay others at once, and Business will be Easier all round.

DO IT NOW

THE FREEHOLDER

A "fetching" piece of printed matter for enclosing with accounts.

Freeholder, who recently made use of an envelope enclosure as shown herewith when sending out accounts. The argument embodies one of the basic principles of finance and should make good talking material to present to those who are able to pay their bills but believe they are well advised to hang on to their money as long as they can. The argument can also be presented in an interesting story form, calling it, for example, "The Tale of a Dollar," showing the accounts it settled and the good it accomplished when passed on in the ordinary course of business. It may be a round-about way of collecting a bill but results are what count and this method is a winner. Variations from the commonplace are often worth trying.



Over 300 of these cuts have been sold. The price is 15 cents each, postpaid. Cash must accompany order.

Large Daily Gets Co-operative Advertising from Grocers

AN EXPERIMENT in collective advertising, that will be watched with interest, is that campaign recently inaugurated by seventeen members of the Grocers' Section of the Toronto Branch of the Retail Merchants' Association. They have contracted to use 10,000 lines of space in one of the daily papers and are using large advertisements with an extensive list of specials for Fridays and Saturdays. The object of the advertising is to hold the trade of the local buyer and a strong appeal is being made to local buyers to deal with the merchants in their own localities rather than with the department stores, though, of course, the latter are not mentioned. The first of the series appeared in Toronto *Star* on Thursday, December 10, and was a decidedly strong bid for favor. Results so far seem to have justified the experiment as the grocers report excellent results. Several new names have been added to the list since the initial advertisement appeared and it is hoped that the list will be further augmented as the campaign progresses.

Associated Advertising Grocers

MESSAGE TO THE PEOPLE

Realizing that the best way to inform the local householder of the values to be obtained from your local grocer, the undersigned have contracted for regular space in THE STAR. Each Thursday there will be published a partial list of the offerings for FRIDAYS and SATURDAYS. If readers will watch this space regularly they will find many opportunities for economies in buying. You will get splendid values, prompt service, personal attention, and goods of guaranteed quality. For every dollar spent with the local grocer, you will get full value, and will be contributing to the success of local enterprise and furthering our mutual interests. Nothing advertised will fall short of the claims made for it. Money will be cheerfully refunded on any purchase that is not entirely satisfactory.

Deliveries prompt and all goods positively guaranteed Remember that every dollar spent with the local grocer means the up-building of local interests and substantial savings to you.

☛ You Can Always Depend Upon YOUR LOCAL GROCER

Friday and Saturday Specials

Seedless Raisins, ready-to-use	25c		17c	Necklets, per lb.	25c
Sealed Packages, 2 for	25c		23c	Grape Fruit, Grape Fruit, Orange and Juice, 2 for	25c
Currants, Cleaned, Ready for use	25c		25c		25c
Currants, Cleaned, Ready for use, 2 for	25c		25c		25c
	25c	Lux, 3 for	25c	24 oz. Sherriff Marmalade, each	25c
Sweet Cider, per gallon	35c				
Mixed Pickles	18c		25c	Horse Shoe or Leaf Salmon	15c

☛ Telephone Orders Promptly Attended To Any of These Stores

NAME STREET TELEPHONE	NAME STREET TELEPHONE
J. S. Bond, 220 Gerrard St., Main 1315	J. N. Caesar, 1410 Queen W., Park. 690
S. Bone, 195 Avenue Road, North 1759	De Trafford & Cleverly, 493 Bloor St. W. College 7600
J. Blood, 386 Huron (Cor. Sussex) Col. 7200	R. Higgins & Son, 802-806 Yonge, N. 5100
Jerry Burns, 214 Wilton Ave., Main 307	D. McLean, 299 Roncesvalles, Park 788
E. S. Calder, 201 Wellesley, North 8100	W. J. Parks, 473 Bloor W., Col. 5600
N. Carmichael, 1174 Yonge, North 891	Geo. Riley, 830 College St., Col. 3436
D. W. Clark, 248 Avenue Rd., Hi l. 670	F. Simpson & Son 736 Yonge, N. 5189
John C. Craig, 468 Spadina, Col. 469	C. F. Thorne, 801 Euclid Ave.. Col. 376

Associated Advertising Grocers

Reproduction of the first newspaper advertisement used by the Associated Advertising Grocers, of Toronto. This has been reduced from a space of 17 inches long by 8½ inches wide.

It is understood that if the idea is a success that it will be extended to other cities in the Dominion where the association has members. There are now about twenty thousand members of the Retailers' Association in the Dominion, a large percentage of which belong to the grocery trade.

The advertising campaign is in charge of T. M. Humble, who is widely known as a publicity writer. With Mr. Humble's long experience, both as a promoter of publicity and many years in the retail trade, it is safe to say that the interests of the retail grocers will be well looked after.

The Government Campaign to Increase Production

THE *Times*, Hamilton, recently discussed editorially the proposal of *The Financial Post* that the weekly newspapers be used by the Dominion Government to disseminate information bearing on the need for increased production. This subject is referred to editorially in this issue of PRINTER AND PUBLISHER. The remarks of the *Times* were replied to by *The Post* and some misunderstandings were cleared up as well as some additional points brought out. The discussion follows:—

USING THE PRESS.

(From The Times, Hamilton.)

"On the other hand, there are no farmers who are not close readers of their local newspapers. That being the case, the *Financial Post's* method is for the best agriculturists to prepare a series of talks—not lectures—and insert them continuously in these local papers. By this method every farmer—not a few—in Canada, and more than that, the local townspeople—would be inspired and taught how to increase production and profits of the farmer. This work should be supplemented by bulletins and text books, mailed only on request; and by lecturers when a sufficient number of farmers show enough interest to sign a requisition for their attendance."—*The Financial Post of Canada.*

This proposal might be good for the farmers, but would it be good for the newspapers? Possibly a few more subscribers might be got if such talks were published daily or weekly. But that would only be a mere bagatelle. The Dominion and Provincial Governments make so many demands now upon the newspapers to give up their space in drawing the attention of the farmers and others to this experiment and that experiment and to the activities of this and that institution that compliances with these demands makes a big demand on the space at the disposal of the press. To such an extent has this become of recent years that we believe the Canadian Press Association should give the matter its attention. Were the Government to pay for the insertion of these talks there might be no objection to the proposal. Does *The Post* contemplate running these talks as deadheads or as paid matter?

(From The Financial Post.)

The Times misunderstands the suggestion made by *The Financial Post*. As all classes in Canada would benefit from an increase in the output of farm products, the country weekly newspapers should be paid for space given to publishing information on how to get more money from the land. *The Financial Post* believes it would pay the country well to use, for educational talks, say a space of three columns wide by ten inches deep regularly in all worth-while local weekly newspapers, Conservative and Liberal alike. The copy should be in the form of an illustrated display advertisement. The Hamilton *Times* is quite right in saying the Government makes too many demands upon the newspapers for free space. For some years the Post Office Department worked the press for a large amount of free space for the Annuity scheme, on the representation that a heavy appropriation for display advertising would shortly be given them. The Department got the appropriation but broke faith with the newspapers of Canada and spent the money in posting bills on the fences. The newspapers hitherto have been the only business concerns in Canada that have displayed a real public spirit. They depend chiefly for their income upon the sale of space to advertisers, and there are few papers in Canada that have not given thousands of dollars in space to advertising Government announcements free of charge. The space thus given has been the most valuable—that is, among reading matter—the space for which other advertisers pay sometimes double and triple rates. We have yet to learn of any contractor, manufacturer or merchant who has supplied any Government, free of charge, with his chief product—whether it is building wharves or boots for soldiers. Such a man would be regarded with suspicion. The Government should deal with the newspapers as they do with any other business concern.

E. F. Slack's Views on Newspaper Publishing

SOME interesting sidelights on the ethics of publicity, so far as the real newspapers of the country are concerned, and the relations between the editorial, news and advertising departments were given to the Montreal Publicity Association at their weekly luncheon, January 19, by E. F. Slack, managing director of Montreal *Gazette*. Mr. Slack's views on these matters were rendered the more valuable by the fact that he is a veteran newspaperman who has graduated from the ranks, and knows every end of the work. His main thesis was that so far as the absolute work of a newspaper was concerned, its business was to give the public fair and honest reports of the news of the day, uninfluenced by the editorial policy of the paper, and unspoiled by any pressure from advertising.

"Newspapers to-day," said Mr. Slack, "are business propositions. The public expects them to give the news of the day as it happens, without color or bias. Further, the public expects to get reports of matters even when they differ from the editorial policy of the paper. It is the paper's business to tell the people exactly what is going on, and it is for the people to exercise their own judgment when they have been given the facts honestly by decent newspapers. Any paper that attempted to follow the lines that were in vogue even a few years ago would be an utter failure to-day. Fairness, frankness and a full presentation of all the news of the day is the outstanding feature of any really great newspaper."

Mr. Slack was discussing "The relations that should exist between the editorial and advertising departments of a publication." Superficially, he said, this appeared an easy matter to discuss, but it was much more involved, with the idea that the editorial policy of the paper must govern all its functions and operations, in which, necessarily, the advertising end was included. Where a publication was started for a sound purpose it must necessarily follow that the advertising department should be entirely subservient to that general line of policy.

"Newspapers to-day," he continued, "must be fair, honest and courageous, and the advertising department cannot be allowed to interfere with the development of those ideals. In fact, I believe there are few newspapers to-day that allow the advertising end to interefere with their editorial policy."

"PREFERRED POSITION" TROUBLES.

Proceeding, Mr. Slack discussed the troubles that arose between the advertising and editorial departments of newspapers, and the causes that produced friction at times. These, he said, were not matters in which the public had any concern, but were generally confined to the manner in which the paper was laid out. The demands of advertisers for preferred positions frequently made it difficult for the editorial management to turn out a typographically attractive paper. They prevented the real news of the day from being properly displayed.

One result of this was that advertisers, in their anxiety to get good positions on pages containing live news, sometimes defeated their own ends, because the news editor, refusing to sacrifice good news filled up those pages with the "junk" of the day's news, and displayed the real live matter on pages where it would not be interfered with.

REAL CIRCULATION VALUE.

As to circulation, Mr. Slack said that mere numbers were not to-day receiving the attention they had in the past, since advertisers were learning that there was something in circulation more than bulk, and were demanding a good deal more than figures.

"Therefore," he said, "when you come to figure out the value of circulation you can generally get an idea of it by the difficulty you experience in securing selected positions in the paper. The more advertisers have to pay for such privileged space the more valuable the publication is likely to prove, and a paper that refuses to give any preferred position is likely to prove a very valuable one. I do not know any paper of that kind in Canada just now, but I hope to see them develop yet, because the refusal of certain classes of preferred positions would ultimately result to the benefit of both advertisers and newspapers."

Electrotyping as an Aid to Efficiency

NOT EVERY printer fully realizes the increased efficiency he can obtain by the frequent use of the facilities of the modern electrotyper. The chief feature of the electrotyper's art, in relation to that of printing, and one which should make a very strong appeal to all printers at the present time, is that of assisting economy of production. Let us take a concrete example to illustrate the point:

A printer secures an order for 20,000 price lists, size 5½ x 8½, heavy tabular matter. Time required for setting type and locking up for press, 6 hours at 75 cents an hour, $4.50. (Using the cost basis suggested by the C.P.A. for towns and small cities.) To continue the job in the same way would mean presswork time for printing 20,000, 20 hours, which at 60 cents an hour amounts to $12, a total altogether for composition and presswork of $16.50. But suppose, instead of running the job one-on, that the services of the electrotyper were called into play, what would be the result? There would still be the original cost of $4.50 for the 6 hours' composition. Then there would be a half hour charged to lock up for foundry, 40 cents. For a type form 4½ x 7½ inches an electrotype would cost $1. Total for electrotype and composition $5.50. Presswork, 10 hours at 60 cents, cutting this item in half. Total under this plan, for the job, $11.90. That sounds considerably better than a cost under the first plan, that of setting the job up once and printing the whole 20,000, of $16.50. It means a saving on this job by using the services of the electrotyper of four-dollars-and-sixty-cents—or about 28 per cent. less than the higher price. That looks like a saving in cost of production that is not to be passed over lightly, does it not?

This illustration is merely given to drive home the point, so frequently overlooked, that the electrotyper should play a more active part in the work of the printer. Even though it be necessary to send the type to the city to be electrotyped this can be done profitably in a great many more cases than is generally supposed if only printers would stop to figure it out for themselves. City job printers are more apt to think of using the facilities of the electrotyper because those services are more readily available. In fact it is the custom for job printers in the cities to at least *consider* the possibilities to be obtained from doubling-up by means of electrotyping on nearly every job. Sometimes the result of the figuring indicates a saving—sometimes it does not, but in any case the careful estimater makes it a rule to get the information. So-called "country" printers would do well to follow this plan also. By doing so they will be surprised at the numerous occasions when advantage can be taken of the facilities of this important kindred industry. Parcel post has made possible the sending of small packages of type and the return of same with the electrotypes at small cost. For larger parcels, the express charge will be found fairly low and if the distance is not great this added charge will not be sufficient to prohibit the use of the electrotyper's services.

There is another way in which the electrotyper can serve the printer along the line of increasing efficiency and that is in the matter of furnishing electros of type forms or illustrations that would be worn out or seriously damaged by long runs. The same applies to newspaper headings, standing advertisements, department heads, etc., which run from one issue to another throughout the whole year without changing. The use of electros in such cases will not only save the type but will produce much better results than if type is used continuously.

With particular reference to reproductions of fine screen half-tones by the electrotyping process it is noteworthy that there has been considerable development along this line during recent years. Not many years ago electrotypers readily admitted their inability to make exact reproductions from fine half-tones, retaining all the detail and "life" of the original. This is no longer the case. Modern inventions in the way of mechanical equipment and tools, coupled with increased skill on the part of workmen, have revolutionized the electrotyping business, so that now it is possible to reproduce fine color half-tones, for example, with perfect faithfulness. Indeed the results obtained are such that it is practically impossible to discern which is the original and which the electro, when the two are printed side by side.

Every printer should look upon the electrotyping business as an accessory to his own, with a view to using its services to give better work to his customers and increase the efficiency of his own plant.

Who, When, Where and Why of a Newspaper

ONE of the marks of real ability in the publication of a newspaper is the attention or lack of it that is given to the informative paragraphs which it is customary to place at the top of the first column of editorial comment. This portion of the paper should be "edited" just as carefully as any other part and it is an excellent rule to check it up every week, not only in order to make changes that may possibly be needed but also to replace broken or worn out letters.

Some of the things which should be briefly stated below the name of the paper on the editorial page are: the day of the week on which the paper is regularly published, the name of the publishers and the editor, the policy of the paper (whether independent or supporting one of the political parties), subscription rates, advertising rates for miscellaneous advertisement such as readers, lost and found, judicial and other official and semi-official notices, etc., and the last day on which advertising copy will be received. It is not generally advisable to quote display rates in the newspaper, unless it be the highest flat transient rate. A paragraph should always appear, however, stating that a detailed rate card may be obtained on application to the publishers.

Apart from the matter which is contained under this head there is no surer criticism of the capability of the publishers to conduct a newspaper than the care given to the physical appearance of this and every other department of the paper. It is not uncommon to find that these paragraphs that are intended to convey useful information to the reader are so besmirched as to be entirely unreadable, the reason being that the type has become so flattened or broken that it refuses to talk intelligently any longer. It is just a confused jumble. When the type becomes worn out and in fact long before it reaches that stage it should be consigned to the hell box and replaced with new.

Is your paper open to criticism in this respect?

Selling Copy—Not "White Space"

Woodstock *Sentinel-Review* secured 6,000 lines of extra advertising through development along the line of preparing copy. The copy was written for and sold to the local coal dealers and advertised the desirable properties of coal as a fuel. Six 1,000-line advertisements were prepared and these created the new business which it is absolutely certain could not have been obtained had the advertising proposition been offered to the coal dealers in the shape of "white space." Each of six coal dealers, when approached, readily agreed to paying his share of $30 toward the cost of the advertising. The layout and copy service was solely responsible for getting the business.

PRINTERS' ORGANIZATIONS

TORONTO PRINTERS TO HOLD DINNER.

The annual meeting of the Graphic Arts Board of Trade of Toronto will be held in the new Board of Trade lunch room on Thursday evening, Feb. 18. There will be a little dinner and a good entertainment interspersed with a few remarks of a more serious vein.

The year just closing shows that notwithstanding adverse conditions the Graphic Arts Board of Trade has held its own and made slight gains, and we are looking forward to a prosperous year. Already the evidence of better business is visible and some members report a good January and good prospects for February, while all but a very few agree that business has turned out better than they expected for 1914.

A little good hustling for direct advertising orders will bring good returns to both printer and his customer, and help all round.

DANIEL BAKER,
Manager.

COMPLIMENTARY DINNER TO EDMONTON PRINTERS.

A complimentary dinner was tendered Edmonton printers by John Martin, President of the John Martin Paper Co., on Monday, January 8, at the Corona Hotel. Forty sat down to the table. Talks were made by prominent master printers of Edmonton, and of course Mr. Martin replied in a nice little speech. Every guest was presented with a handsome calendar, attached to which was the menu card. An item on the menu that created a good deal of amusement was a witty doggerel composed by R. S. Van Pelt, the manager of the Edmonton Association. It ran as follows:

(WHAT'S) ODE TO JOHN.

The Oil boom came and went
And so did John;
We enjoyed the time he spent
In our old town.
But things got bad, and
Money scarce,
The way John bet it
Was simply fierce
He sold his stock to Bros. Clark
And back to Winnipeg he did embark
But soon good times will come again,
And so will John;
The paper he will stack
In this old town.
The printers then will have the green
And hand it out to John,
Then watch his grin, it will be seen,
When he is back in our old town

PUBLISHING MONTHLY BULLETIN.

The Graphic Arts Board of Trade, of Toronto, is now publishing a four-page *Bulletin of Organization and Co-operation*. Under the able editorship of the manager of the board, Daniel Baker, the little paper is no doubt destined to exercise a healthy influence among the printing trade in Toronto. It contains a great deal of very readable matter that should go a long way toward helping printers out of ruts and keeping others from getting in.

CHRISTMAS DINNER AT WINNIPEG.

At the regular weekly luncheon of the Winnipeg Printers' Board of Trade held Dec. 23, 1914, a real old-fashioned Christmas Dinner was enjoyed by 63 men employed by the members of the Winnipeg Printers' Board of Trade, proprietors, salesmen and superintendents. After a very enjoyable turkey dinner, the presents were handed around, appropriate remarks being made for each one given out. These presents were selected with an eye of bringing forward any hobby or characteristic of the man to whom it was given, and a great deal of laughter was caused by each present as it was given out. The luncheon was a great success, and the fact that 65 printers in an organization such as the Winnipeg Printers' Board of Trade could be gotten together to spend 3 or 4 hours in the middle of a work-day is a great achievement for co-operation and the value of such association cannot be estimated.

ALVIN S. DUNBAR, Manager.

ANNUAL MEETING MONTREAL PRINTERS' BOARD OF TRADE.

The Seventh Annual Business Meeting of the Montreal Printers' Board of Trade was held on December 21. The secretary's annual report was most satisfactory to the membership. The officers and representatives of the allied trades elected for the ensuing year are as follows:—President, W. W. Southam; Vice-President, Wm. A. Desbarats; Treasurer, Chas. E. H. Phillips; Secretary-Manager, Chas. H. Tice; Directors, C. C. Ronalds, Travice A. Tod, Gain E. D. Corneil, J. Lionel Royer, J. B. Lapointe; Advisory Board (Consisting of Past Presidents), E. Daoust, Chas. S. J. Phillips, J. B. Lapointe.

REPRESENTATIVES OF ALLIED TRADES.

PAPER HOUSES, C. H. McFarlane (McFarlane, Son & Hodgson, Limited); C. L. Davison, as alternate (The Rolland Paper Company, Limited). MACHINERY HOUSES, Geo. M. Stewart, Wm. H. Sears (Toronto Type Foundry Co., Limited). INK HOUSES, Brainord G. Ransom (Ault & Wiborg Co., of Canada, Limited); Dominion Printing Ink & Color Co., Limited; Sinclair & Valentine Co., of Canada, Limited.

The annual banquet of the Board will be omitted this year, and replaced by social meetings

CHAS. H. TICE,
Secretary-Manager.

Edmonton Master Printers' Association have moved into larger quarters in the same building, and will in future have a suite of rooms

HABITANT DINNER OF CANADIAN PRINTERS' ASSOCIATION, MONTREAL.

IN TRUE habitant style L'Association Canadienne des Imprimeurs (The Canadian Printers' Association), of Montreal, held their Annual Dinner at the Club Champetre, about six miles out of the city. There were nearly a hundred present, of whom all except one were printers or representatives of supply houses. Apart from the manufacturers and jobbers, the Montreal Printers' Board was represented by several prominent members, including President, M. W. Southam, and Charles Tice, the secretary.

Special street cars were chartered to convey the guests. At the entrance to Club Champetre, they were cordially received by two old habitants, a man and a woman. The man was A. Beaudoin, of the Toronto Type Foundry, dressed up in real habitant style. His partner was L. N. Veilleux, of the Howard Smith Paper Co., who made a first-class woman, changing his speech and manner in such a manner as to make some believe they were conversing with an old-time farmer's wife, such as one meets in Drummond's poems. Mr. Beaudoin assumed the role of master of ceremonies, the evening being one of continuous singing, led by the old habitant himself.

The menu card was an interesting piece of work, the cover being made from plain straw board, and the insert tied with darning wool. On the front cover was a picture of two old habitants riding in a cutter. The menu itself consisted of a full range of those dishes prepared by the early Quebec settlers.

The menu was worded in French, with explanatory words and expressions used every day in the printing establishment. In the French language they retain the original meaning, and to attempt a translation has the effect of eliminating much of their snap. The following is a rough translation:

Aperitif
White Whiskey Rotative.
Hors D'Oeuvre (spilled case)
Pickles Le Commissionaire.
Beets Circular.
Soup
Pea Soup guaranteed noiseless
With Indian Corn combined.
Entree (by the door)
Meat Pie round cornered
Pig's Head dressed.
Pigs' Feet Stew unlocked.
Dripping very fat.
Hot Dishes (Poor collections)
Fresh Pork grotesque.
Sausages not stitched.
Cold Dishes (Commercial Travelers' Tongue)
Salt Pork leaded.
Guerkin italic quads.
Head Cheese—thick-headed.
Vegetables (tinned)
Potatoes—all dressed.
Pork and Beans on ball bearings.
Turnip hammered.
Desserts
Pumpkin Pie—patched up.
Grand Lotes Guttenburg and Franklin.
Buckwheat Cakes—on the tinpan.
Pumpkin Preserve yellow tint.
Doughnuts perforated.
Fruits (forbidden)
Canadian Apples.
Bread (in pass). Butter (in slugs)
Beverages
Coffee (lye) Milk (drawn and approved)
Clay pipes coated. Canadian Tobacco in trimmings.
Fifteen Day Matches rush job.

The dinner was presided over by the president, J. E. Roy, and at the table, besides prominent men connected with the trade, was Joseph Versailles, mayor of Montreal East, who made an appropriate speech. Among others who spoke were Messrs. Southam, McFarlane, Desbarats, L. Gravel (a hardware jobber who has his own printing establishment), M. Cote, editor of *Moniteur du Commerce,* and several others.

During the evening, J. R. Constantineau was called upon to present J. Chalifoux, organizer of the Association, with a club bag, fitted with a costly toilet set, as a token of the members' appreciation of the work he has done in connection with the association. Mr. Chalifoux is a traveler in the employ of McFarlane Son, & Hodgson.

The committee in charge of the dinner was composed of the following: J. R. Paradis, H. F. Lauzon, S. A. Paquin, and J. E. Roy.

Book Reviews

U. T. A. CONVENTION PROCEEDINGS.

During the month of December copies of the proceedings of the 28th Annual Convention held in New York City were mailed to the members of the United Typothetae and Franklin Clubs of America. This volume contains a review of the remarkable progress made in the industry along constructive lines. It relates the experiences of the master minds of the craft, behooving therefore careful study and application. Demonstrative of the fact that experiences of other printers can be profitably applied, the statement of one printer is quoted: "My profits for the past ten months, compared with the corresponding period of last year, have increased 101%—more than doubled—thanks to the United Typothetae ideas of efficiency which we have applied."

THE SCIENCE OF COST FINDING.

THE ABOVE is the title of a small pocket volume, a copy of which is sent free to the head of any Canadian printing concern asking for same. The publishers are the Denham Costfinding Co., Cleveland, and although as might be expected the book is published with a view to making better known the costfinding system of which the Denham Co. are the originators, it also contains a great deal of general information that should be in the hands of everyone interested in costfinding, whether or not they decide to install the "Denhamethods", as the Denham system is called. "Denhamethods" costfinding has to its credit 500 installations in 80 cities.

PENROSES'S ANNUAL FOR 1915.

Despite the general disintegration of things generally, that at least one great industry can still proudly lift up its head amid the clash of arms is evinced in the fact that Penrose's Annual comes to us again, as rich in printer lore as ever, and without one break in the continuity of twenty years' consecutive publication.

A notable departure that marks a consistent step in advance is the improvement given the reading pages. Instead of the coated paper with only moderate side margins, the new volume comes out with the text pages on antique paper showing generous margins. All illustrations, with exception of those that refer directly to the various articles, are placed together after the reading matter and constitute an excellent exhibit.

The publishers, Percy Lund, Humphries & Co., Limited, London, E.C., have been fortunate in the large collection of excellent and practical articles they have secured for this issue. The volume as a whole offers inspiration and learning for any interested or connected with the graphic arts. David J. Howell, 113 Jarvis St., Toronto, is the Canadian agent.



Printers and Supply Men at Habitant Supper of Canadian Printers' Association, Montreal.

THE MONTH'S HAPPENINGS

Among the Job Offices

The plant and premises of the McAdam Printing Company, Sydney, N.S., were damaged by fire.

A. G. Pepper, of the staff of the Government Printing Bureau, Ottawa, has again been elected alderman of that city.

C. P. Cummings has resigned the position of manager of R. G. McLean, Limited, Toronto, and returned to the United States.

Gaudias Poitras, a prominent job printer and bookbinder of Quebec City, accidentally shot and seriously hurt himself while cleaning a gun.

Fleming Press, Toronto, received a severe scorching from fire which visited their premises and destroyed all paper stock and badly damaged the building.

Saskatoon Typographical Union is conducting a vigorous campaign with the joint object of boosting the Union Label and encouraging the buy-at-home movement.

In the recent municipal election, Joseph Adair, proprietor of a linotyping plant doing work for the trade, ran for Mayor of Edmonton, but came off second best.

A small plant has opened up in Edmonton called the Metropolitan Press, with R. A. Godson as manager. It is located on the south side of the river in South Edmonton.

Information has come to PRINTER AND PUBLISHER that the job printers in St. John, N.B., are having a good run of work, and conditions in other parts of the Maritime Provinces are generally very fair.

A bill to incorporate the Catholic Truth Society of Canada with power to do a printing and publishing business, with headquarters in Toronto, will be introduced at the coming session of Dominion Parliament.

A report from Halifax says the printing business in that city is just about normal. There is considerable slackness in the bindery trade, however, but it is expected that better conditions will prevail shortly.

The Royal Print and Litho, Limited, of Halifax, recently completed the publication of Belchers' Farmers' Almanac, a volume of 400 pages. It has been an annual feature in the Maritime Provinces for the past 91 years.

The Ontario Government is calling for tenders for printing and binding of blank books and loose-leaf binders, etc., that may be required during a term of five years from March 1st, 1915. The time for entering tenders closes Monday, February 8.

Captain Alex. MacMillan, of the 26th Battalion, was presented with a handsome pair of military binoculars in a leather case, as a token of esteem and remembrance from his fellow-members of the staff of J. and A. MacMillan, job printers and binders, St. John, N.B.

The mayor and commissioners of Calgary, after a long consultation, decided upon sending all printing tenders received for city printing on to the city council, with a recommendation that all of them be considered, with the exception of those that came in late and those unaccompanied by a marked cheque.

Nicholson's, Limited, Vancouver, have installed a new specialty press, which makes and prints complete such things as milk bottle caps, street car transfers, theatre or ferry tickets on the roll or flat, colored labels and wrappers, carbonized delivery forms, all dairy forms, counter check books, etc. The press is said to be a marvel for speed and adaptability.

From reports of other places both in Alberta and other provinces, Edmonton seems to be a little better off than most places in the printing line. No shops have failed yet, and none appear to be extremely shaky. Most of them are working three-quarter time so as to hold their force together. Some of the workmen have gone to war, and others are talking of enlisting in the next contingent to leave here soon.

With the Newspapers

NEWFOUNDLAND.

W. A. McKay, manager of the mechanical department of the Harbor Grace *Standard*, has been elected President of the British Society of that town.

W. F. Coaker, editor in chief of the *Mail and Advocate* of St. John's, is making a tour of Conception Bay, where he is holding a series of public meetings.

A new publication entitled "*The Januarian*," made its appearance the first of the New Year. It was published by V. J. Parsons. It is bright, and contains much interesting reading.

J. D. S. Barrett is visiting his old home at Twillingate, where he will spend the winter, having just arrived after a sojourn in the United States. In the early spring Mr. Barrett will proceed to Western Canada to look after some newspaper interests which he has there. While in Newfoundland Mr. Barrett will be engaged writing a series of articles for a number of leading journals in United States and Canada. His pen is of a ready-writer and his writings are interesting.

MARITIME PROVINCES.

Antigonish *Casket* entered its 63rd year of publication on January 1.

Charlottetown *Patriot* is offering its readers premiums for paying subscriptions in advance.

John G. MacColl, editor of Campbellton *Graphic*, was married December 28 to Miss Mary Ella Peel, of Oxford, N.S.

Nelson Hanson, editor and proprietor of *Victoria County News*, Perth, N.B., has been made judge of the municipal court at Perth.

The cadets of the Royal Naval College of Canada at Halifax have started the publication of a magazine to be called the *Sea Breezes*.

J. S. McLennan, proprietor of Sydney *Post*, was married January 7 to Grace Henop Tytus, widow of Robb Depeyster Tytus, a millionaire of Tyringham, Mass.

The Black Printing Co. of Amherst, N.S., is negotiating a sale. It is understood the intention is to publish a new paper shortly as a result of the change.

George Herman, formerly of Halifax *Record*, is now a member of St. John *Globe* staff, having taken the place of E. R. Hansen, who has gone with the *Times-Star*.

Hon. George J. Clarke, proprietor of *St. Croix Courier*, St. Stephen, N.B., who was Attorney-General of New Brunswick, has been selected as Premier, to succeed Hon. J. K. Flemming.

John S. Magee, formerly proprietor of St. Andrews Bay *Pilot*, a newspaper which has since ceased publication, died at the home of his son, Boston, January 10. He was 80 years of age.

H. B. Anslow, Campbellton *Graphic*, has purchased the plant of the *Miramichi News*, which was published at Millerton, N.B., and has incorporated it with the *Graphic* plant at Campbellton.

Rev. R. J. Colpitts has been appointed associate editor of *Maritime Baptist*, and will conduct the paper during the absence of the editor, Rev. J. H. MacDonald, who has gone to the front as Chaplain.

A report from Halifax says that advertising in the papers of that city is keeping up very well. The volume of local advertising was never better, and a good deal of foreign business is being carried also.

Rev. Edwin Burgess, editor of North Sydney *Canadian Commonwealth*, has been advised by the Militia Department to be ready to go with the Second Contingent as Chaplain. The paper will be issued monthly during the absence of Mr. Burgess.

Creditable Christmas editions of Campbellton *Graphic* and Northern *Light*, the latter printed by the *Graphic* office under contract, were received by PRINTER AND PUBLISHER. Mr. Anslow, the proprietor, says the past year has been the most successful in the *Graphic's* history, and the five months since war began have witnessed an increase of over 40 per cent. in business.

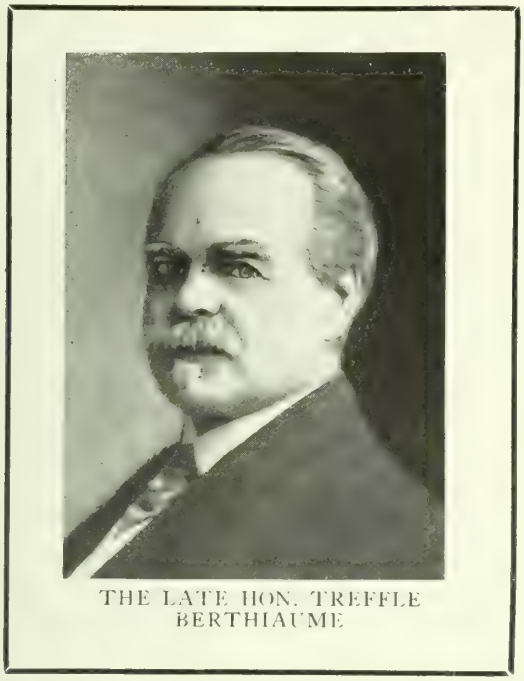
Reuben MacDonald, editor of Charlottetown *Patriot*, was married December 30 to Miss Emma Roper. There were about 70 invited guests at the wedding, which took place at the residence of the bride's parents, Charlottetown. Among many other beautiful and costly gifts the bride and groom were the recipient of a valuable breakfast, dinner and tea set from the Patriot Pub. Co., a china cabinet from the Patriot staff, and a carving set from the mechanical staff of the paper.

QUEBEC.

Death of Hon. Treffle Berthiaume.

The Hon. Treffle Berthiaume, director and proprietor of *La Presse*, died suddenly early Saturday, Jan. 2, after having suffered from affection of the heart for some time. On Friday he received communion, paid a number of New Year calls, and returned to his home apparently in the best of health. During the night he was stricken with an attack of heart failure, and died at 5.45 o'clock.

From an apprentice printer, Mr. Berthiaume rose, during the 66 years of his life, to be owner and director of the largest circulated French paper in America, and to be one of the most powerful French Canadians in the city. His circle of friends was large, and



THE LATE HON. TREFFLE BERTHIAUME

his loss will be as much felt by them as the removal of his influence will affect French-Canadians throughout America.

He was born at St. Hugues, Que., August 4, 1848. He was educated at St. Hyacinthe. As a young man he applied himself to the printing art, and in Montreal worked on the old *Minerve*. In 1884 Mr. Berthiaume became a partner in the Gebbardt-Berthiaume Printing Co., and later became associated with Mr. Sabourin in the publication of *Le Monde Illustre*.

In 1889 he became proprietor of *La Presse*, which then had a circulation of about 10,000. Under the energetic and progressive direction of Mr. Berthiaume, the paper went forward at once, and quickly became what it has long been—the greatest success in French journalism in Canada.

In October, 1904, Mr. Berthiaume disposed of *La Presse* to a joint stock company, but in November, 1906, he repurchased the paper, and continued to publish it thereafter. On November 16, 1896, Mr. Berthiaume was appointed a member of the Legislative Council of the Province of Quebec.

Besides his newspaper interests Mr. Berthiaume was a director in several other organizations.

Six children survive, the three sons all being connected with *La Presse*. Arthur Berthiaume, who succeeds his father as President; Eugene Berthiaume, Paris representative, and Edouard Berthiaume, of the head office staff.

J. D. Logan is now with the Montreal *Witness*.

John Richardson, political reporter for the Montreal *Herald*, has gone to Quebec for the session.

Hal Brown, late of the Montreal *Herald and Telegraph* staff, who went to England with the first contingent, has been appointed a scout.

J. A. Fortier, Ottawa correspondent of *La Patrie*, Montreal, fell from a street car and injured his shoulder, laying him up for a couple of weeks.

A cable from England announces the fact that H. S. Winegard, formerly of the Montreal *Evening News*, has been given a commission in Kitchener's army.

W. G. Murray, well known in newspaper circles in Montreal and Ottawa, has been gazetted a second lieutenant of the King Edward Horse for gallantry on the field.

Harry Somerville of the Montreal *Herald*, is at the head of a movement to supply three airships and full equipment to the Imperial Government. His offer is now before the British War Office.

January 8 was "Scout Day" at the office of Quebec *Telegraph*, and a score or more of lads in charge of a scout-master visited the plant and were shown how a modern daily newspaper is put together.

Wm. Chandler, press photographer for the Montreal *Standard*, who was sent to Salisbury Plain to take pictures of the Canadian troops, was recently in Paris. His pictures are already appearing in the *Standard*.

For years the press of Montreal have been admitted to the room where the aldermen discussed matters before going before the council, but of late they have been rigidly excluded. The matter is expected to come before the council.

Major Reid, formerly military editor of the Montreal *Herald*, has published two books in French and German, containing simple sentences for the use of the British troops. The work has been highly commended by the war office. Major Reid was promoted from the territorials to the army shortly after reaching England.

"Der Weg" Publishing Co., Limited, was recently incorporated at Ottawa. It is a new Montreal publishing concern authorized to issue books, newspapers, charts, pamphlets, etc. The capital stock is $40,000, and the provisional incorporators include Peter Bercovitch, Ernest Lafontaine and Michael T. Burke.

Moses Bachand, western representative of Montreal *La Presse*, together with his assistant, a man named Fawcett, were arrested at Brandon on a charge of being German spies. They had been writing up western towns and the copious use of notebook and camera caused the suspicion. The military authorities at Brandon were not long in releasing the pair. Bachand is a French-Canadian and Fawcett an Englishman.

W. E. Hopper, formerly with the MacLean Publishing Co., Montreal, has been placed in charge of The Dominion Press Bureau, Montreal, with offices on the second floor of the Star Bldg. The Bureau secures its news supply from the *Star* reporters, from American services with which it is connected, and from various correspondents throughout the country. Mr. Grandall, managing director of the *Star*, is at the head of this organization.

Arthur Berthiaume has been appointed President of Montreal *La Presse*, in succession to his father, the late Hon. Treffle Berthiaume. He will also continue as general manager. The estate of the late Hon. Treffle Berthiaume, consisting chiefly of shares in *La Presse*, will, according to the terms of the will, be divided equally among the three sons and three daughters. The will further provides for the carrying on of *La Presse* "as a French-Canadian newspaper, and in support of the principles of the Roman Catholic Church." The *La Presse* shares are not to be sold, but are to be held in trust by the eldest son, Arthur Berthiaume, and dividends divided among the six children.

The annual dinner of Montreal *Gazette* was held at the Montreal Club, January 9, when the staff of the paper and a number of friends, many of them prominent in political, railroad, commercial, or journalistic circles, were the guests of the president and directors. An excellent menu and toast list were provided and good-fellowship abounded throughout the evening. Smeaton White, president of the company, presided. Among the 150 guests present were: Hon. T. Chase Casgrain, Postmaster General; Hon. C. J. Doherty, Minister of Justice; Hon. J. L. Decarie, Provincial Secretary; Hon. G. R. Smith, John A. Boyd A. R. Doble, Major E. J. Chambers, Gentleman Usher of the Black Rod at the Senate; George H. Ham, Harry R. Charlton, M. McD. Duff, J. M. Gibbon, Frank Carrel, of the Quebec *Telegraph;* E. W. Grange, Ottawa, representative of the Toronto *Globe;* Arthur Hannay, of the Ottawa Press Gallery; H. C. Oswald, Dr. C. A. Peters, V. G. R. Vickers, R. S. White, Collector of Customs; W. J. White, K.C.; W. C. Riddell, of the G.T.R.; Dr. E. H. White, Theodore Morgan, and John Pritchard, Montreal representative of the Toronto *Globe*.

J. W. Gawa, a Japanese journalist of Nagasaki, called at Niagara Falls recently on his way around the world. Mr. Gawa left Vancouver on March 26, and has covered many thousands of miles on foot. He has already visited between 50 and 60 newspapers in the course of his journey, and speaks very highly of the kindness he has received everywhere in Canada.

ONTARIO.

Aylmer *Reformer* offers its readers $775 in prizes in a voting contest.

Louis Blake Duff has been elected President of the Welland Board of Trade.

J. J. Hunter, editor of Kincardine *Reporter*, has been elected to the town council.

J. T. Eargey, editor of Kenora *Miner and News*, has been elected mayor of Kenora.

J. W. Tucker, formerly partner in Markdale *Standard*, has taken a position in Toronto.

Port Arthur *Evening Chronicle* has adopted the 10c a week rate for carrier subscribers.

Aylmer *Reformer* offers a war atlas as a premium to subscribers paying one year in advance.

J. W. Kedwell is starting the Ilderton *Banner* in connection with the Ailsa Craig *Banner*.

Aylmer *Reformer* offers $775 to the ladies of Aylmer and district in a subscription contest.

Captain D. R. Dobie, editor of Owen Sound *Advertiser*, will go to the front with the Third Contingent.

Tweed *Advocate* has installed a Campbell cylinder press, replacing a Washington hand machine.

W. A. Hewitt, sport writer on Toronto *Star*, has been elected President of the Canadian Rugby Union.

Fred Landon, a well-known London newspaper man, was married recently to Miss Margaret Smith.

Carl Weir, formerly of the Wallaceburg *Herald-Record*, has taken a position on the staff of the Windsor *Record*.

J. J. Cunningham, Port Arthur *Evening Chronicle*, underwent with entire success a serious operation on January 22.

W. B. Burgoyne of St. Catharines *Standard*, underwent an operation on his eye at the Homeopathic Hospital, Buffalo.

J. H. Fowler, City Hall man for the London *Free Press*, was married on December 30 to Miss Helen Jones of New York.

James H. Rutherford, editor of Owen Sound *Times*, has been elected President of the North Grey Conservative Association.

S. Stephenson, proprietor of Chatham *Planet*, has been ill during part of the past month but is recovering at time of going to press.

Dr. Horace L. Brittain, of the Toronto Bureau of Municipal Research, addressed Toronto Ad Club at the regular luncheon on January 25.

Alvinston *Free Press* is offering its readers the War Pictorial in connection with a special subscription offer. A war map is also being used.

Toronto *Mail and Empire*, Sarnia *Observer*, and other papers offer "National Songs of the Allies" to their readers at 10c a copy, or 12c by mail.

Harris L. Walsh, news editor of Brantford *Courier*, has qualified as a lieutenant in the 38th Dufferin Rifles, and will leave with the third contingent.

Several editors of trade publications were in Ottawa on the 19th and 20th inst., attending the annual meeting of the Commission of Conservation.

Stratford *Herald* conducted a successful "Shop-in-Stratford Week", January 18-23, for the merchants of that city. Considerable extra advertising was secured.

The Toronto Newspaper Civilian Rifle Association is drilling regularly on Tuesday and Thursday afternoons at 5.30, about two dozen members generally showing up.

James Lawlor, has resigned as secretary of the Canadian Forestry Association to accept the position of editor of publication for the Forestry Branch of the Interior Department.

A meeting of Oxford County Press Association was held recently, at which the committee re price list reported progress and other business of a local nature was discussed.

Trenton *Courier* conducted Dollar Days on January 22 and 23. Red pennants were placed in the windows of all stores cooperating. Bill Dollar and Miss Dollar were features.

Twenty Windsor merchants and business men "hustled" papers for two hours on the streets of that city and a generous fund was raised to help the needy. No change was given purchasers.

Through the publication of a special Belgian Relief Edition of the London *Advertiser*, the Council of Women of that city were enabled to send a carload of supplies to the suffering Belgians.

Owen Sound *Sun* recently gave out nearly 1,000 cheques of 50c each to persons who agreed to deposit them with at least another dollar in the savings department of the Owen Sound Loan and Savings Co.

N. G. Dickson, for the past twelve years editor of Perth *Courier*, has purchased Perth *Expositor* from H. C. Stone. McNaftel of Goderich has been engaged to succeed Mr. Dickson on the *Courier*.

The annual meeting of the Hamilton Ad Club, held on January 13, elected the following officers: W. C. Thompson, president; James Hamilton, vice president; S. L. J. Seldon, secretary; G. B. Perry, treasurer.

F. W. Sutherland, editor of St. Thomas *Journal*, was the victim of an attack by Fred Johnson, a son of the mayor. The young man was incensed at criticism of his father which was appearing in the *Journal*.

Wallaceburg *Herald-Record*, which is now being published by its new owners, Messrs. Waghorne, has commenced a voting contest, giving $750 worth of prizes. The first prize is a $500 Nordheimer piano.

A banquet was held at London at which the Base Company, 18th Battalion, celebrated the winning of the cup offered by London *Advertiser*. A toast to the *Advertiser* was responded to by Wallace J. Laut, managing editor.

James Muir, press gallery representative of Ottawa *Journal*, was elected an alderman at the recent Ottawa municipal elections. Wm. Findlay, business manager Ottawa *Free Press*, was elected an alderman for central ward.

Cotton's Weekly, the publication of the Socialist Party in Canada, formerly published at Cowansville, Que., has removed to Toronto, with plant and offices at 790 Broadview Avenue. The paper is dated at and mailed from Leaside Junction.

The members of the staff of the circulation department of Toronto *Evening Telegram*, presented the circulation manager, William Elder, with a handsome gold watch, suitably engraved, as a token of good feeling existing between the staff and their manager.

J. C. Drewry, for a few years owner of Napanee *Express* and later a member of Toronto *Globe* editorial staff, died at Cowley, Alberta, on December 28. Mr. Drewry had been ranching in the west for some years past and not with excellent success. He was about 60 years of age.

Fawcett & Co., proprietors of Burks Falls *Arrow*, have purchased Clarksburg *Review*, from E. W. Johnston. Alex. R. Fawcett will manage the Clarksburg paper and J. H. Fawcett will have charge of the Burks Falls *Arrow*. Mr. Johnston is spending a few weeks with his family at Bridgeburg.

Crawford Patrick, who was married on January 4 to Mrs. McConnel of Walkerton *Telescope*, has purchased a half interest in that paper held by Ed. McConnel of London. Mr. Patrick will assume the general managership of the *Telescope*, having disposed of the broom business which he has been conducting in Walkerton for many years.

Alan S. Thomson, for almost half a century prior to a year and a half ago, an employee of mechanical department of Toronto *Globe*, latterly as superintendent, died at his home in Toronto on January 10. Mr. Thomson was popular with all who knew him and had made a great many friends in the newspaper profession during his long term of service.

PRINTER AND PUBLISHER'S correspondent at Chatham sends the encouraging news that advertising in the daily papers in that city is fairly good, though not quite up to the standard of a year ago. He says the proprietors of all the offices in Chatham are optimistic and are endeavoring to hold their organizations together, as far as possible, in spite of the fact that job printing orders are running very light at present.

Lindsay *Watchman Warder* published a statement in their issue of January 19 to the effect that two magazine solicitors who are wanted by the provincial police on charges of fraud were in Lindsay the previous day, but that they got out of town before they could be apprehended by the local police. It is said the men claimed to be taking subscriptions for the *Journal of Commerce* of Montreal. They worked principally among the farmers.

This month has witnessed something of a shake-up on the editorial staffs of both daily papers in London. Carl S. Stubig, formerly city editor on the *Advertiser*, and more recently City Hall man, has left to take a municipal position in Detroit. He is succeeded at the City Hall by Carlton Richardson, city editor, who in turn is succeeded by Arthur Dixon, telegraph editor of the *Evening Free Press*. Mr. Dixon's place is taken by E. W. Shibley of Tavistock. E. J. Penny, night city editor of the *Free Press*, has enlisted with the 7th Mounted Rifles for Overseas Service.

A very pleasant surprise was recently sprung on W. J. Blackburn, general manager of London *Free Press*, when he was made the recipient of a handsome illuminated address and a solid silver candelabra, the gift of the inside staff of the company. Mr. Blackburn was about to leave for a holiday in the south, and the occasion was seized upon by the staff to express to him their personal regard and admiration. One hundred and one members of the staff signed the address, which was read by A. E. Miller, managing editor of the paper. The candelabra was presented by Miss Edwards, of the accounting staff. Mr. and Mrs. Blackburn will visit Vancouver, San Francisco, Los Angeles, San Diego, and other points.

MANITOBA.

W. H. Groves, private secretary to Premier Roblin, and a well known newspaperman, died January 6, aged 60.

Winnipeg *Telegram* has issued a sworn statement showing net circulation of regular editions for 1914 of 52,859, daily average.

Winnipeg *Telegram* announces the discontinuance of their morning edition and that they will concentrate all their efforts on publishing the afternoon paper. "The *Telegram*", says the announcement, "welcomes the opportunity of assuming no further responsibility for the anomalous position of publishing a double-header."

At a meeting of the directors of the Western Associated Press, Limited, the resignation of the treasurer, W. L. Roblin, Winnipeg *Telegram*, was accepted with regret. Mr. Roblin has been appointed Captain and Paymaster of the Canadian Mounted Rifles, now mobilizing for the front at Brandon, and joins his corps at once. C. A. Abraham, President Winnipeg *Telegram*, was elected treasurer of the W.A.P. in his place.

For the purpose of stimulating the interest of Western Canadian school children in the causes and conditions responsible for the present war the Winnipeg Free Press recently offered a number of cash prizes for the best essays on the subject "Why is Canada at War?" The competition, which was open to school children under sixteen years of age, aroused a great deal of interest, nearly fifteen hundred essays being submitted, many of them of a very high order. A group of Winnipeg's most prominent citizens, including the President of Manitoba University, acted as judges.

SASKATCHEWAN.

Saskatoon *Phoenix* will be in its new quarters, Connaught Block, February 1.

H. G. Sheldrake has succeeded F. H. Hart as editor of North Battleford *Optimist*.

Bredenbury *Herald* has ceased publication and the plant has been moved to Treherne, Man.

Two members of the staff of Yorkton *Enterprise* are with the Canadian contingent at Salisbury. They are J. W. Wynn and J. Mitchell.

A. C. Hunt, secretary-treasurer and business manager of Regina *Leader*, is at present on a business trip to Eastern Canada, visiting Montreal, Ottawa and Toronto.

W. Scott Darling, city editor of Saskatoon *Star*, has written a motion play called "Where There's a Will," which has been accepted and will be released at an early date.

R. E. Worthington, for the past two years sport writer on Moose Jaw Evening *Times*, has accepted a commission in a new mounted rifle regiment being raised in Saskatchewan.

A. G. Graham, editor and proprietor of Canora *Advertiser*, has been laid up for nearly two months and is only now making slow progress toward recovery. His friends sincerely hope he will soon be able to be around again.

The first issue of Swift Current *Herald* appeared as promised on January 7. It is exceptionally well printed, all home print, 8 pages, and carried a fair amount of local advertising. W. E. Sharp is prprietor and A. S. Bennett, editor.

Moose Jaw *Times* is using articles of silverware as subscription premiums. The school board of Saskatoon have started a class in journalism in connection with the regular night school work. The enrollment and attendance has been good.

Feb. 1 to 6 has been set aside as the annual bargain period on Saskatoon *Phoenix*, when considerable reduction is made in rates for both the daily and weekly editions, offered to both old and new subscribers, providing all arrears have been paid up.

Lieut.-Col. Aiken, former proprietor of Saskatoon *Phoenix*, who has been in command of C Squadron of the First Canadian Mounted Rifles, has been promoted to be second in command of the regiment. The headquarters of the regiment are at Brandon.

A. E. Chivers, who relinquished the position of city clerk of Regina, 1912, has returned to the city from England. He returns to represent the controlling interest in the Saskatchewan Publishing Co., Ltd., taking the title of general manager. W. H. Roper becomes business manager, and W. L. MacTavish continues as editor-in-chief.

Estevan *Progress* has taken a somewhat novel way to attract new subscribers and secure renewals from old ones. They have deposited three cheques, one for $25, one for $15 and one for $10, in a strong box, locked with Yale lock. There are three keys made to fit the lock and these are mixed up with 1,000 others. One key is given with each dollar paid on subscription and the first lucky one gets the $25 cheque, the next the $15 and the third $10.

Early in January the Leader Publishing Co., and the Saskatchewan Publishing Co., Regina, each made an announcement suspending the publication of one of their editions. Both have been publishing two editions daily, morning and evening. Hereafter the *Leader* will be a morning paper only. The afternoon edition has been dropped entirely. The Saskatchewan Pub. Co. will devote its entire attention to the publishing of the *Evening Province and Standard*, suspending altogether the *Daily Province*, which was the morning edition. The net result of the changes in Regina are that two daily papers are replacing five that were in existence a year ago. It will be recalled that the Regina *Standard*, formerly published by the McInnis interests, was taken over by Saskatchewan Pub. Co., some time ago and was combined with an afternoon edition of the *Province*, which is being retained.

An event of interest in the newspaper world occurred in the library of Regina *Leader* on Christmas Eve, when A. C. Hunt, secretary-treasurer and business manager; W. F. Kerr, editor-in-chief, and D. Hooke, managing editor, were each presented with a large group photograph comprising heads of the various departments of the Leader Publishing Company. In making the presentation on behalf of the members of the Executive staff, M. J. Hutchinson, advertising manager, referred to the fact that the *Leader* was unique in that the active management of the business was in the hands of men, all of whom were under forty years of ago, and the remarkable growth of that business during the last decade must be considered largely a personal triumph for the three men who have been responsible for this splendid development. Reference was also made to the broad-minded policy which characterized the attitude of the management towards heads of the various departments and to the feeling of good-will which was everywhere manifest in the organization as a result. Messrs. Hunt, Kerr and Hooke replied briefly, expressing their appreciation of the handsome tokens of good-will, of which they had been recipients, and thanked the heads of departments for the loyal co-operation which had always been extended to them in the course of the building up of the *Leader* Publishing Co. business to its present proportions. The following are the heads of the various departments taking part in the presentation and included in the group photograph, a reproduction of which appears in this page: M. J. Hutchinson, advertising manager, previously with the Peterboro *Examiner*, MacLean Publishing Co., and Acton Publishing Co., Toronto; J. K. Falconer, circulation manager, formerly with the Toronto *Star* and Toronto *Mail and Empire*; N. L. Lance, job manager, formerly with J. H. Cushing & Co., Norwood Central, Mass., and Government Printing Bureau, Ottawa; he learned his trade with his father on the *Times Guardian*, Richmond, Que.; J. G. McGall, office manager; J. Habkirk, superintendent, formerly with the *Free Press*, Winnipeg, for many years; A. E. Horwood, purchasing agent, formerly with the *Free Press*, Winnipeg, and originally from London, Ont.; J. McLean, night foreman, formerly of the London *Free Press*; F. Ainsbury, foreman news press-room, formerly with the Toronto *Star* and Toronto *World*; W. Jackson, foreman job press-room, formerly with Reid Press, Hamilton; E. Sturley, mechanical superintendent, formerly of the *Free Press*, Winnipeg; W. Sherwood, foreman of the bindery, formerly with Dawson & Sons, Montreal; S. Parsons, foreman job printing, formerly with the *Monetary Times*, Toronto; W. J. Thompson, foreman stereotyping room; F. Elcombe, foreman mailer.

ALBERTA.

Herb McCrae, proprietor of the Hanna *Herald*, is visiting eastern Canada.

Camrose *Canadian* offers prizes totalling in value $1,000 in a subscription contest.

The first meeting of the Provincial Publicity Association of Alberta was held in Edmonton on January 2.

Mr. Willis, secretary-treasurer of Burlington Municipal Council, has announced that he will shortly found a paper at Foremost.

At the regular luncheon of the Calgary Ad Club recently optimistic addresses were delivered by the mayor-elect of Calgary and others.

Wm. Saunders, for many years connected with the Henderson Directories of Winnipeg, has joined the staff of the Western Standard Publishing Co., Calgary.

Dan Cushing, editor of Medicine Hat *News*, and a well known sport writer, also the secretary of the Western Canada Baseball League, was married on January 12 to Miss Josephine Flannery, of London.

A meeting of morning paper publishers of the prairie section of the Western Associated Press, Limited, was held at Calgary, January 21, when a number of important questions relating to the service were satisfactorily dealt with, particular among these being the rearrangement of the circuit, following the loss of two morning papers at Winnipeg and Regina. W. M. Davidson, of the Calgary *Albertan*, presided, and among those present were: Hon. Frank Oliver, Edmonton *Bulletin*; R. Sutherland, Nelson *News*; J. B. Kenrick, Medicine Hat *Times*; W. G. Gates, Moose Jaw *News*; W. F. Kerr, Regina *Leader*; J. Cruikshank, Saskatoon *Phoenix*; E. H. Macklin and J. W. Dafoe, Winnipeg *Free Press*; J. H. Woods, chair-

man of the news distribution committee, and J. E. H. Livesay, manager of the W.A.P.

J. H. Woods, editor of Calgary *Herald*, and W. M. Davidson, editor of Calgary *Albertan* were the speakers at the Calgary Ad club luncheon January 20. Mr. Woods gave an interesting resume of the expansion of journalism in the West from the time that the first paper in the West outside British Columbia was established at Fort Garry in 1859, to the present when there were 30 dailies and 500 weeklies between Manitoba and the coast. The immense advertising value of efficient education was emphasized by Mr. Davidson, who asserted that the educational policy of the city was one of its foremost advertising assets.

BRITISH COLUMBIA.

The bowling teams of Vancouver *Province* and *Sun* are competing in the local Commercial League, consisting of 12 teams.

Nelson *News* has issued a statement showing the circulation of that paper for every day of the past year. Interesting facts are given on other pages of the statement regarding the city and district.

Thos. B. Cockburn, editorial writer on Vancouver *World*, slipped down a number of steps entering the building and broke his neck. He was 46 years of age. He has been a resident in Vancouver since 1901.

Official notice has been received in Vancouver from Ottawa to the effect that the *German Press*, published in Seattle, is to be excluded from the Canadian mail. Anyone found with a copy is liable to a fine of $200.

Lieut. W. Garland Foster, former editor of the Nelson *Daily News*, who volunteered with the second contingent, was married at Nelson, January 16, to Miss Annie H. Ross, B.A., and will resume his military duties immediately.

L. D. Taylor, editor of Vancouver *World*, has been elected mayor by a majority of 800 votes over his nearest opponent. Mr. Taylor served the city before in the capacity of mayor, having been elected by the labor forces on that occasion.

Among the Vancouver newspaper men at the front are: Lieutenant S. D. Armour, of the Seaforth Highlanders, who covered hotels for the *Province*; J. Roy McLennen, also of the *Province*, and Billy Yonhill. All are at present at Salisbury

A despatch from Vancouver, date January 15, says that Chief Justice Hunter has made an order on the application of the bondholders of the *World* newspaper that the property be sold in one month, sale to be made to the highest private tenderer.

The fourth annual meeting of the Okanagan Press Guild will be held in Vernon in March. This organization includes all of the offices in the Okanagan Valley, and has been very successful in its efforts to better the conditions of publishers and printers.

PRINTER AND PUBLISHER'S correspondent in the Okanagan Valley reports that although a number of offices have been compelled to reduce their forces, business, generally speaking, holds fairly steady, though, of course, there is a good deal of room for improvement.

Revelstoke *Review*, which has been published for the past five months by W. A. Dudley and John G. Lucas, has again passed into the hands of the former owner, W. H. Bohannan, who will edit and manage the paper for the present at least. The partnership of Messrs. Dudley and Lucas has been dissolved.

The first issue of the Vancouver *Daily Times* made its appearance on December 14. John A. Charlesworth is the general manager, and Arthur A. Green is managing editor. The *Times* is an eight-column paper and sells for 1c. It is being issued from the plant of the *German Press*, which is now being issued in Seattle. A feature of the new paper is that the noon edition is printed on white paper and the home edition on pink.

The annual meeting of the Vancouver Press Club was held in the club rooms January 17, when the officers for the ensuing year were elected. The Honorable Mr Justice Morrison was chosen as honorary president of the club, while Ralph Wilson was continued in the office of president, a position which he has filled with great credit to himself for the past two years. A. Whitnall, F. C. Lett and H. R. Kenvyn were elected vice-presidents, while the board of trustees for the ensuing year was chosen as follows: C. E. Christian, S. Toombs, A. C. Bain, J. T. Hewitt, S. R. Robb and R. Lang. The committee heads are: finance, A. C. Bain; house, B. A. McKelvie; entertainment, R. Lang; membership, E. Burchell. The work of a most successful year was reviewed and ambitious plans were laid for the future development of the club. The entertainment committee were instructed to prepare a "jinx" for the near future, when James Lightbody and W. H. Hillam, editors of the Adwoprosu, will issue that illustrious paper.



When the Chatham "Planet" rebuilt—they KIMBLEIZED!

The old plant of the Chatham "Planet" in Western Ontario was completely destroyed by fire over a year ago. When they rebuilt the "Planet" plant (the most modern printing and book-making plant in Canada), KIMBLE Printing Press Motors were installed.

In answer to our letter inquiring about the service Kimble Motors were giving in the new establishment, Mr. Stephenson wrote the letter here reproduced.

Kimble A.C. Variable Speed Motors are built specially for the operation of printing presses.

They have a range of speed from 500 I.P.H. minimum, to maximum capacity of press—in gradual gradations—thus assuring the *right press speed for every job.*

The right press speed for every job means—

Less use of the throw-off—Less spoilage—A greater number of impressions per hour.

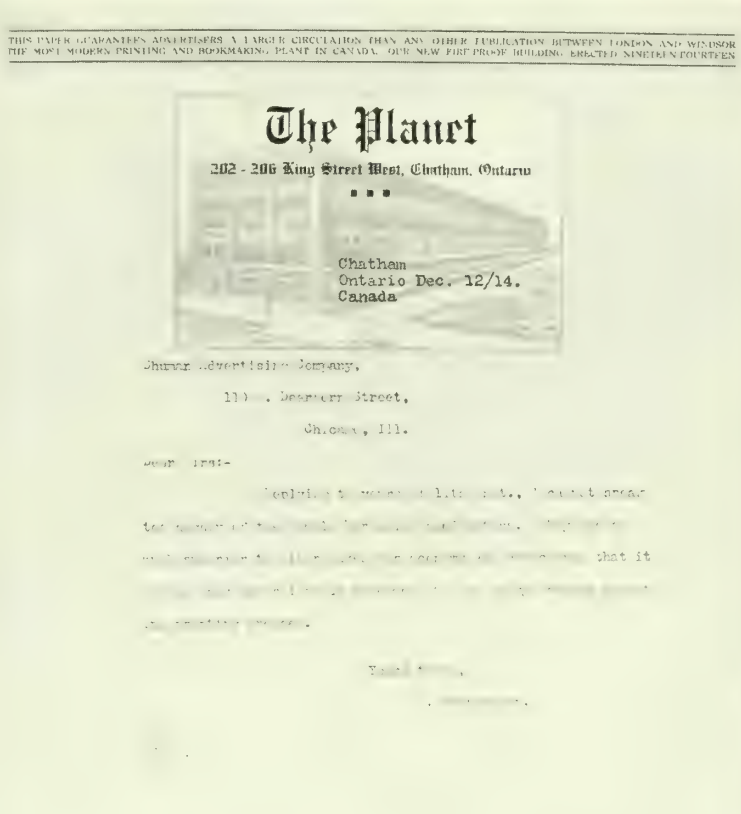
And Kimble Motors besides thus increasing the *quality* and *quantity* of the work, reduce the current metered in almost direct proportion to every speed reduction.

With Kimble Motors you pay only for the current you put to useful work, wasting none of it in useless heat, as all other motors do.

This cutting of current costs alone is a big item every month in favor of Kimble Motors—for they are the only a.c. motors that reduce the current as the press speed is reduced.

The Chatham "Planet" finds Kimbleizing economical and efficient. So will you!

Kimbleizing will increase the efficiency of each press fully 25% over line shaft drive—and easily 20% over ordinary a.c. motor drive.

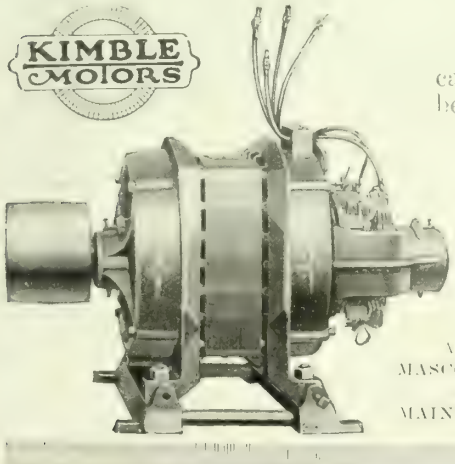

THIS PAPER GUARANTEES ADVERTISERS A LARGER CIRCULATION THAN ANY OTHER PUBLICATION BETWEEN LONDON AND WINDSOR
THE MOST MODERN PRINTING AND BOOKMAKING PLANT IN CANADA. OUR NEW FIRE PROOF BUILDING ERECTED NINETEEN FOURTEEN

The Planet

202 - 206 King Street West, Chatham, Ontario

Chatham
Ontario Dec. 12/14.
Canada

KIMBLE MOTORS



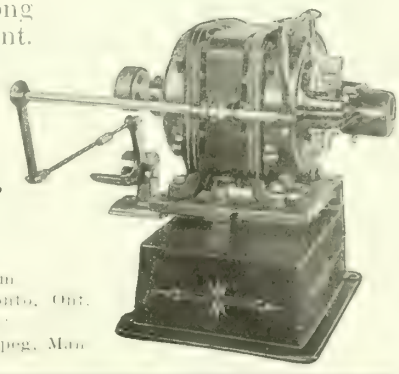
Kimbleize just one press—to prove what can be accomplished. It won't be long before you apply it to your entire plant.

Get facts and figures.
Ask for the Red Catalog.

KIMBLE ELECTRIC CO.

Printing Press Motor Specialists.

CANADIAN AGENTS
All points east of Port Arthur and Fort William
MASCO COMPANY, LIMITED, 55 Church St., Toronto, Ont.
All points west of Port Arthur and Fort William
MAINER ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man.



TRADE NOTES

THE HAMILTON MFG. CO. HAS NEW PATENT.

The application of Thos W. Suddard for patent on a jointless galley has just been allowed by the U. S. Patent Office, and has been assigned by him to The Hamilton Mfg. Co., Two Rivers, Wis. This patent has been pending for several years, but in the meantime the galley has been sold quite extensively by The Hamilton Company and has proven to be very successful.

The construction of the galley is an entirely new departure from anything attempted heretofore, giving to the corners of the



Illustration Showing Jointless Corner Covered by Patent.

galley unusual strength. This practically eliminates any chance of breakage or depreciation.

Another recent patent of the Hamilton Mfg. Co. is that on their steel cabinets, covering the construction of cabinet uprights, by means of which the cases or drawers slide on run that are practically woven into the upright so that it is impossible for them to be broken down or forced out of position.

NEW INTERTYPE SPECIMEN BOOK

The International Typesetting Machine Company is sending out a new 128-page specimen book of Intertype matrices. The matrix department of the Intertype factory has been adding a large number of new faces to its stock during the past few months, with the result that the Company is now in a position to supply all of the popular newspaper, book and job faces. The Company absolutely guarantees all Intertype matrices to be perfectly interchangeable with any other matrices furnished for line-casting machines. In addition to considerably more than one hundred English faces, the new specimen book contains samples of a number of German, Russian and Hebrew matrices. Accents for twenty-four other languages can be supplied with any face. Among other foreign faces produced since the specimen book went to press are series of Korean and Arabic. Neither of these faces has ever before been cut in matrices for line-casting machines. All matrices sold by the Intertype manufacturers are two-letter, excepting a few well-selected newspaper faces and a substantial variety of head-letter and large advertising figure matrices. The new book contains 184 specimens of border, matrices and slides. Miller & Richard are agents in Canada for the Intertype.

MORE POSTER STAMPS.

The Ideal Coated Paper Co., of Brookfield, Mass., have issued a set of four poster stamps, colored in green and red, and by means of catchy illustrations and appropriate wording emphasizing the fine qualities of their line of Ideal Gummed Papers.

THE PAPYRUS.

The Christmas Number of Martin's *Papyrus*, published by John Martin Paper Co., Ltd., Winnipeg, has been received by *Printer and Publisher*, and looks well up to the standard set by former issues.

DEATH OF PAPER MANUFACTURER.

The death occured last week of William H. Rowley, president and manager of the E. B. Eddy Co., Hull and Ottawa, while with some friends he was drinking tea in the tea room of the King Edward Hotel, Toronto. He was in Toronto on a business trip and was, up to the time of his sudden death, apparently in the best of health. He was 65 years of age.

Mr. Rowley started his business life at the Bank of Yarmouth, N.S. He was manager of the Merchants Bank of Canada at Ottawa and other large centres. He organized the E. B. Eddy Company, of Hull, Que., in 1887, and was secretary-treasurer until Mr. Eddy's death in 1906, when he became president of the company For many years Mr. Rowley was a prominent member of the Executive Council of the Canadian Manufacturers' Association, and after being vice-president twice was elected president of the association 1910-11.

REMOVAL OF RITCHIE AND RAMSAY.

Ritchie and Ramsay, coated paper manufacturers, Toronto, have removed their Toronto offices and stock rooms from the top floor of the Ogilvie Building at the corner of Wellington and Bay Streets, to the second floor of the Jessop Building at 80 Bay Street, where they have splendidly fitted up quarters.

TYPE REPRESENTATIVES WILL HANDLE NEW LINE.

Ontario printers and publishers will undoubtedly join *Printer and Publisher* in extending well wishes to Messrs. Powell and Paull for success in their new venture.

For the past four years both gentlemen have made many friends throughout the trade in the capacity of representatives of Stephenson, Blake & Co., Typefounders, Toronto. Recently they have made arrangements with United Paper Mills, Limited, 118 Rich



"JOE" POWELL



"BERT" PAULL

mond St. west, Toronto, for the handling of their goods throughout Ontario (exclusive of Toronto), in addition to their line of printers' type, machinery and supplies for Stephenson, Blake & Co.

In arranging with the United Paper Co., Limited, for the handling of their lines we believe Messrs. Powell and Paull have shown good judgment, and feel sure that with Stephenson, Blake & Co.'s "Made in the Empire" type and the United Paper Co.'s "Made in Canada" papers, these young progressives will have a "team" w lcome by all printers in their special fi ld.

CHANGE IN FIRM NAME.

The firm name of William Caulfield Paper Co., Limited, Montreal, has been changed to Beveridge Paper Co., Limited.

STORAGE GALLEYS HAVE MANY ADVANTAGES

BOOKS, catalogs, tariffs and pages of all description are now being stored in galleys. This is one of the new methods developed largely by the study that Cost Congresses and other mediums have induced printers to make.

C. P. Carl of the J. B. Savage Co., Cleveland, was the originator of this plan, which has since been adopted by many printers in all parts of the United States. This new method is proving a remarkable time saver; pages can be located easier than they could be where letterboards and other methods of storage are used; there is less danger in piing the form; pages can be proofed right in the galley that it is stored in; corrections can be made in the galley without removing the page, and in fact, the advantages of the plan, as explained by Mr. Carl to the writer, are really remarkable, considering the simplicity of the idea.

There have been some very clever ideas in galleys developed because of this new system of storage; also cabinets designed especially to hold the galleys. The system is one that is well worth the consideration of any progressive printer who wants to reduce

INK FIRMS ISSUED CALENDARS.

Large wall calendars were issued by Dominion Printing Ink and Color Co., Limited, Canada Printing Ink Co., Limited, and Chas. Bush, Limited. Job printers and publishers find these calendars very acceptable, judging from the manner in which they are displayed in their offices.

A patriotic note was struck by the Canada Printing Ink Co. in the issuance of a small card bearing the Union Jack, the idea being to show the correct colors of ink for patriotic work.

OTTAWA TRADE NOTES.

The death occured recently of J. P. Pendock, Ottawa representative of the Howard Smith Paper Co.

Alex. McIntosh is the new representative in Ottawa of McFarlane, Son & Hodgson.

NEW PRESIDENT OF THE E. B. EDDY CO.

At a meeting of the directors of the E. B. Eddy Company, Limited, Hull, Canada, held Tuesday, George H. Millen was elected president and manager, and John F. Taylor was added to the board of directors, with the office of secretary, and David Tilley was also added to the board with the office of treasurer.

JOHN DICKENSON OPENS BRANCH AT TORONTO.

The John Dickenson & Co., Ltd., Montreal, have opened a branch at 77 Wellington St. west, Toronto with R. G. Allen in charge.

"PRINTING SHOW" TO BE HELD AT CHICAGO.

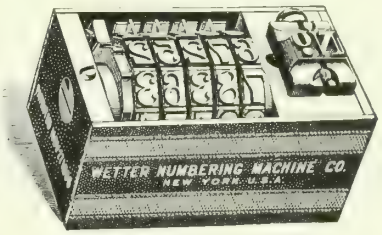
The Third National Exposition of the Printing, Advertising, Publishing, Lithographing, Paper, Business Equipment, Stationery, Paper Box Manufacturers and all Allied Trades, held annually at New York for the past two years, will this year be held at Chicago. June 19 to 26 is the period selected, this being the week of the Convention of the Associated Advertising Clubs of the World. The management state that the change has been made from New York to Chicago after having secured the approval of the majority of exhibitors. Chicago appears to have many advantages this year and the Exposition should draw a large crowd. Harry A. Cochrane, suite 736, 200 Fifth Ave., New York, is President of the National Exposition Co., under whose management the Exposition is held.

The WETTER Numbering Machines

produce **Accurate Results**, because they are built right; parts hardened where necessary, and the finished machine will stand up to the exacting conditions under which they are used.

Many Concerns are using machines constantly for the past 18 to 25 years, which are still giving the best results.

The Ciphers Always Print Plainly



No. 12356
FACSIMILE IMPRESSION

SOLD BY **ALL DEALERS**

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, N.Y., U.S.A.

Any Style Figure desired can be furnished on Special order.

For LITHOGRAPHERS and PRINTERS

Photo-mechanical machines and processes for MAKING LITHOGRAPHIC PLATES

Especially useful for placing a number of reproductions of small designs upon a plate and wherever accuracy and detail are desired.

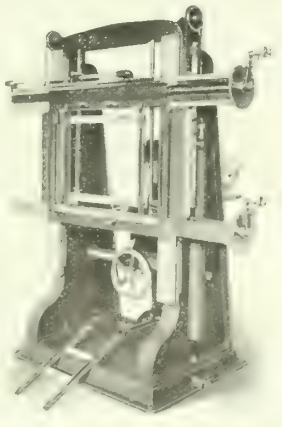
Let us supply your wants with one of our lithographic installations consisting of step and repeat machine, cameras, printing frame and processes. Inquiry may be made for further particulars at

CANADA MACHINERY CORPORATION, LIMITED, GALT, ONTARIO, CANADA

where machines will be made upon order, or to the Company's home office, 121 White Street, New York City.

Machines and processes covered by the following Canadian patents:

Pat. No.	Date.	Pat. No.	Date.	Pat. No.	Date.
136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,391	Dec. 19, 1911	140,323	May 14, 1912	149,258	July 15, 1913
137,392	Dec. 19, 1911	140,760	May 28, 1912	149,259	July 15, 1913
137,393	Dec. 19, 1911	141,157	June 18, 1912		





MAKE MONEY by attaching NEW CENTURY FOUNTAINS to your jobbers. The perfection of fountains. Will increase

press output from 3,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the prints. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS *More Impressions* and *Better Work*.

For Chandler & Price, Challenge, and Gordon Presses.

Get a descriptive circular from your dealer. **THE WAGNER MFG. CO., Scranton, Pa.**

We also have attachments for Favorite, Peerless, Damon & Peets, Jones, Brass Arm and Geo. P. Gordon Presse

A New Monitor Money-Maker

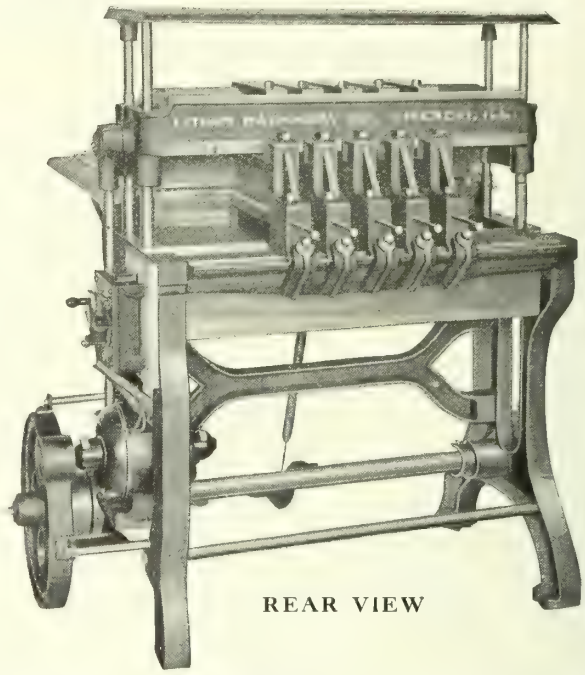
LATHAM'S MONITOR MULTIPLE PERFORATOR

For Checks and Receipts

A very heavy round hole Perforator to make a thirty-inch cross-line perforation. Equipped with five stub-line heads for perforating six sheets with six checks on at one operation.

In use by many of the best houses.

Built up to the standard of all Latham Monitor Machines.



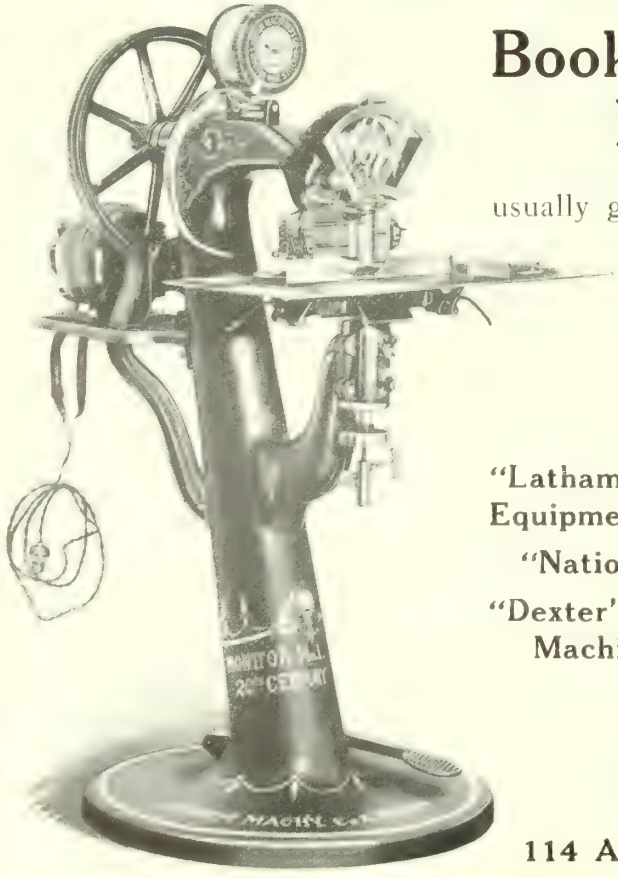
REAR VIEW

Manufactured by

Latham Machinery Co.

NEW YORK, 124 White St. CHICAGO, 306-312 S. Canal St.
BOSTON, 130 Pearl Street.

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Geo. M. Stewart, 92 McGill St., Montreal, Canada



Bookbinders Who Want Real Efficiency

usually get in touch with H. J. Logan before adding new equipment to their plant. Logan's lines include the best, most productive and profit-earning machines yet devised for the printer and bookbinder.

"Latham" Equipment — **"Brown" Folding Machines**

"National" Thread Book Sewing Machines

"Dexter" Cutting Machines — **"Hickok" Ruling Machines**

Write to-day for descriptive matter.

H. J. LOGAN

114 Adelaide Street West, - TORONTO

THE CLEMENTS DUST EXTRACTOR

FOR TYPE CASES



Removes Every Particle of Dust in THIRTY SECONDS

This apparatus has been specially designed to remove every particle of loose dust from cases of type without in any way injuring the type and without discharging the dust into the atmosphere.

It is invaluable to Printers whose class of work necessitates the use of a large number of type cases.

A demonstration can be arranged in Montreal to suit customers.

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JOHN DICKINSON & COMPANY, LIMITED

MONTREAL
216 Lemoine Street

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77 Wellington Street West

This design is a TRADE MARK guarantee of quality.

Are you getting the best **News Print** for your money?

CANADA NEWS

is a good white color—strong—even in thickness.
Every shipment is inspected before leaving the mill.

Prompt shipment is a feature.
Write for samples and price.

CANADA PAPER CO.

LIMITED
PAPER MAKERS

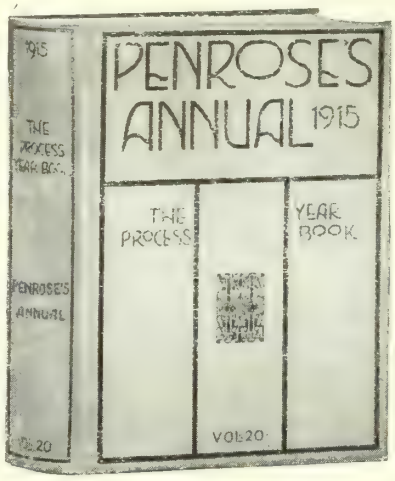
TORONTO MONTREAL WINDSOR MILLS, P.Q.

Colored Papers a Specialty

Say you saw it in PRINTER & PUBLISHER.

PENROSE'S ANNUAL, 1915

THE PROCESS YEAR BOOK. VOL. 20.



20th YEAR OF PUBLICATION.

MANY NEW FEATURES.

A Review of the Illustrative Arts, embracing the Latest accomplishments in Photo-Mechanical Processes. It contains seven Photogravures, three Litho Offset Prints, seventeen Multi-colour Plates, sixteen Three-colour Prints, eighteen Two-colour Prints, thirty-one Half-tones, numerous examples of Line Reproductions, and 148 pages of instructive and interesting Articles on subjects connected with Photo-Engraving, Art Printing, Designing, Advertising, Photography, etc., by leading authorities. Beautifully bound in orange-coloured cloth and printed on various papers, with several kinds of inks. It is a book for all progressive craftsmen.

AN IDEAL GIFT BOOK

FOR INSTRUCTION AND RECREATION.

A Wonderful Collection of Examples of Art Printing, Photo-Engraving, Etc.

Published by PERCY LUND, HUMPHRIES & COMPANY, LIMITED
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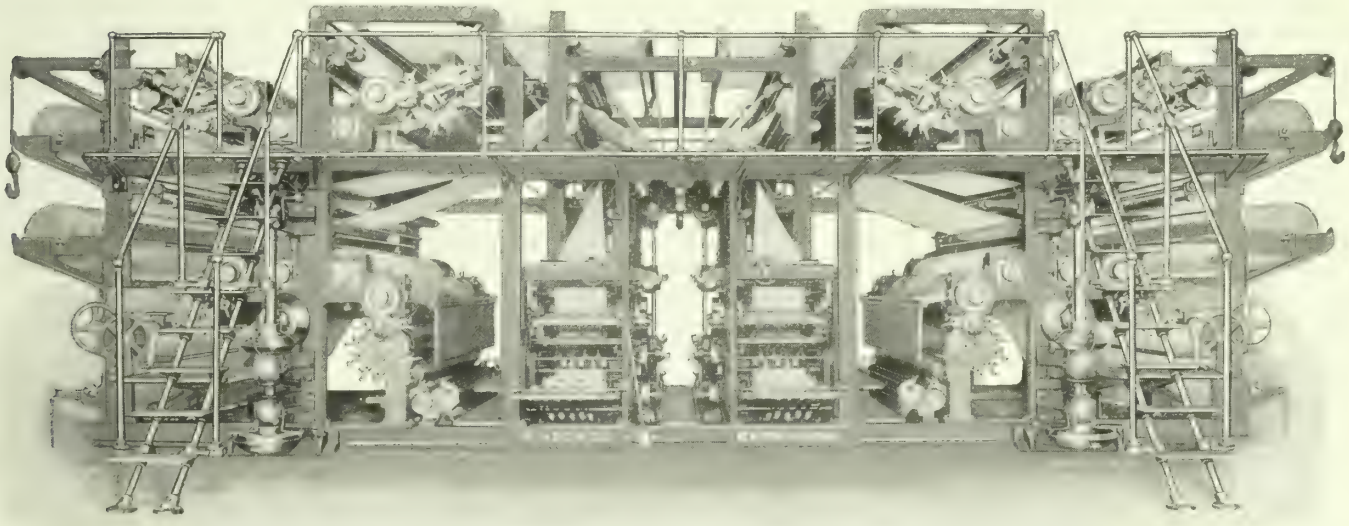
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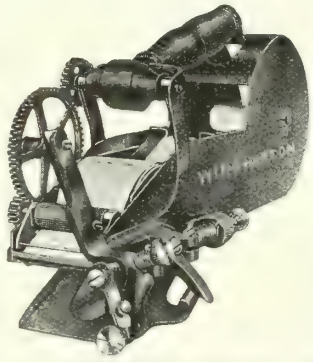
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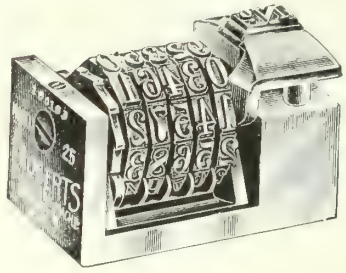
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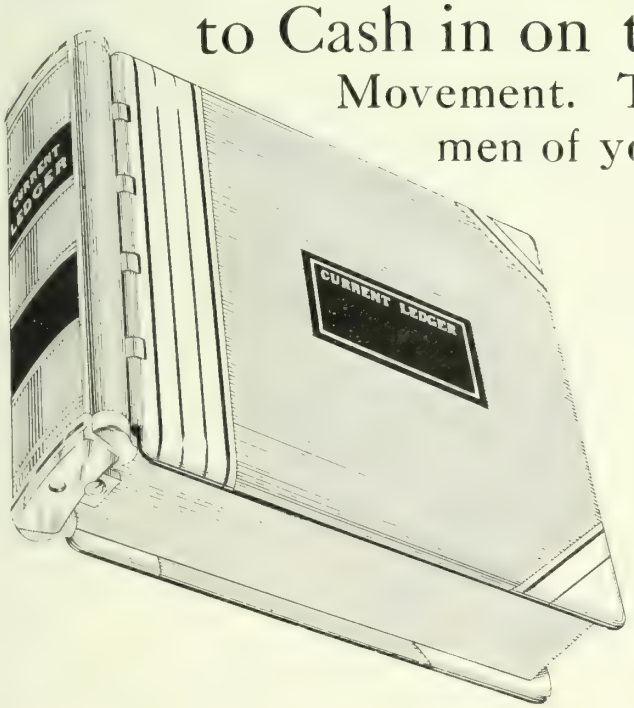
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Waterford, Jan. 9, 1915.

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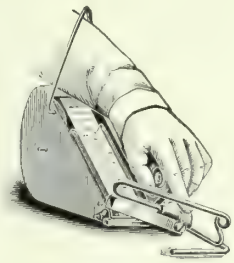
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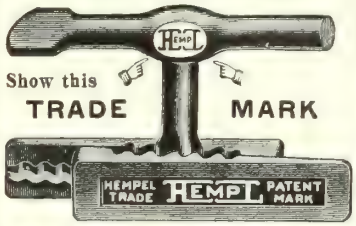
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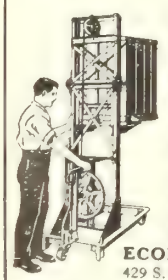
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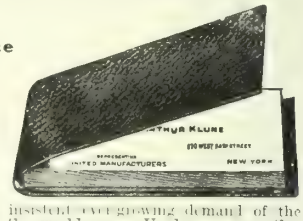
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Niagara Paper Mills, Lockport, N.Y.
Olive & Partington, Limited, Manchester, Eng.
Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.
Rolland Paper Co., Montreal, Que
Smith & McLauren, Cartside Works, Millikenpark, Renfrewshire, Scotland.
Ticonderoga Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.
Howard Smith Paper Co., Montreal, P.Q.
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS.

Ransom Engraving Co., Winnipeg, Man.

PRINTING INK MANUFACTURERS.

Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Hellmuth, Charles, 154 W. 18th St., New York.
London Printing Ink Co., 10 Camomile St., London, E.C.
Sinclair & Valentine, 233 Richmond St. W., Toronto.
Zehden, Martin, 132 Nassau St., New York, U.S.A.

PRINTING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Babcock Printing Press Co., New London, Conn.
Miller & Richard, Toronto and Winnipeg.
Manton Bros., 105 Elizabeth St., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Duplex Printing Press Co., Battle Creek, Mich.
Furnival & Co., Limited, Reddish, near Stockport, England.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago, Ill.
Walter Scott & Co., Plainfield, N.J., U.S.A.
King, A. R., Mfg. Co., Kingston, N.Y.
Hoe, R., & Co., 504-520 Grand St., New York City.
Mann Lithopress Co., 59 Walker Street, New York.

PRINTERS' ROLLERS.

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

PROOF PRESSES.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Wesel, F., Mfg. Co., 70-80 Cranberry St., Brooklyn, N.Y.

SCREEN MAKERS.

F. E. Brown & Co., Leicester.

SAW TRIMMERS.

Miller Saw Trimmer Co., Point Bldg., Pittsburgh, Pa.

TYPE CASTING AND TYPESETTING MACHINES.

Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Lanston Monotype Machine Co., 406 Lumsden den Building, Yonge and Adelaide Sts., Toronto.
Linograph Co., Davenport, Iowa.
International Typesetting Machine Co., 182 William St., New York City.
Grant Legros & Co., Limited, Avenue Chambers, Southampton Row, London, England.

TYPE FOUNDERS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Keystone Type Foundry, Philadelphia, Penn.

WASTE PAPER.

Pullan, E., cor. Adelaide and Maude Sts., Toronto.
The Levi's, 100 John St., Toronto.

WOOD GOODS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Hamilton Mfg. Co., Two Rivers, Wis.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

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POSTER STAMPS

The most convenient way of collecting poster art. We have a few copies of the "Poster Pack," containing many beautiful and rare specimens. **15 cents postpaid.**

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719 Perry Bldg., - - PHILADELPHIA, PA.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

"FOR SALE" OR "WANT" ADVERTISEMENTS

MACHINERY FOR SALE

MONOLINE FOR SALE -RUNNING THREE years; good condition; $700 F.O.B. Kenora. Examiner Office, Kenora, Ont.

MONOLINES FOR SALE, REBUILT AND cared for; parts also repaired. R. Norton, 92 Hogarth Ave.

REBUILT PRINTING PRESSES — SIX-column quarto, $550; seven-column quarto, $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

MONOLINE FOR SALE—IN GOOD WORKing condition; recently gone over by expert. No further need of it. Will sell, with parts on hand, for $350.00 f.o.b. Wiarton. The Canadian Echo, Wiarton, Ont.

MONOLINE—AS GOOD AS NEW — COMpletely overhauled; a bargain. Sentinel-Review, Woodstock, Ontario.

NEWSPAPER FOLDER, IN SPLENDID condition; a bargain. Sentinel-Review, Woodstock, Ontario.

TWO DIEHL MOTORS AT A SACRIFICE. 3 and 4 h.p., used only one year on new Miehle presses. Write Box 356, Printer and Publisher, Toronto.

FOR SALE OR EXCHANGE—3 FONTS OF Linotype Mats in first-class condition. Used on book work only. 2 fonts of 11 Point Devinne with italic and small caps, 1 font of 9 Point ditto. Would exchange for a font of 6 Point in good condition. English Mats preferred. Write Box 355, Printer and Publisher, Toronto.

BUSINESS CHANCES

NEWSPAPER AND JOB PLANT PACKED for shipment. Type mostly new, over 125 fonts; Diamond cylinder, hand power, used one year; Chandler and Price job press, 12x15; 19 inch paper cutter; stones, etc. Price $900, part cash, balance easy terms. For particulars, write Box 198, Exeter, Ont.

FOR SALE, IN WHOLE OR IN PART—A newspaper and job plant, including one Linotype, two Rogers, double feed Hoe, Campbell drum cylinder, a Pony Optimus, three plates power cutter, newspaper folder, news and job proof presses, type, cases, racks, furniture, stones, etc., etc. W. J. Taylor, Limited, Woodstock, Ont.

WANTED

MANAGER WANTED FOR DAILY NEWSpaper and job printing business. Must be fully experienced and have a practical knowledge of all phases of the business. Some cash investment necessary. A splendid opportunity for the right man. Give full particulars as to age, experience, references, etc., and amount of money prepared to invest in first letter. Only men of calibre and exceptional ability will be considered. Box 354, Printer and Publisher.

SITUATION WANTED

PRINTER, PRODUCER OF HIGH-GRADE work, with wide experience of Canadian and American printing, desires change. Any suitable capacity, executive preferred. Can estimate, layout, and good knowledge of paper stock. Box 353, Printer and Publisher, Toronto.

YOUNG MAN, AGED 24, WITH FIVE YEARS' experience in newspaper reporting on western Ontario city daily, seeks position; has also knowledge of printing business and general newspaper work. Box 352, Printer and Publisher.

ROSER'S PIGSKIN LEATHER

is finished in different colors and weights, to suit individual requirements. Why not let us take care of your requirements in this line? Send us a sample of what you are now using, and we will match it.

HERMANN ROSER & SON

ESTABLISHED 1854 GLASTONBURY, CONN.

NON-CURLING Gummed Paper only costs a few cents a ream more than the curly sort and you make a friend of your customer by giving it to him for his labels.

Samuel Jones & Co.

Gummed Paper Makers

Bridewell Place ∵ London, Eng.

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

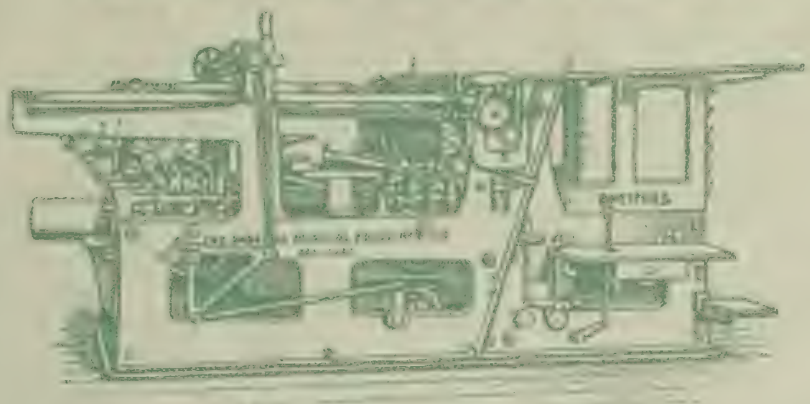
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92 McGill Street, Montreal *'Phone Main 1892*

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Say you saw it in PRINTER & PUBLISHER.

THE BABCOCK "OPTIMUS"



Not once in the year, but all the year, the successful printer must examine his expense account. If he must make frequent changes in the delivery for different grades of work, use much time in make-ready, or if his presses are weak, or slow, or inaccurate, or require slip-sheeting — he constantly wastes time and effort that should yield him profit.

THE BABCOCK "OPTIMUS"

is East where every such press is Now. Quick to make ready; no changes in the delivery for different jobs of work whether on card-board or tissue paper; rarely requires slip-sheeting; is absolutely accurate; the embodiment of STRENGTH and SPEED is an integral element in the construction.

The OPTIMUS DELIVERY is World Famous.
Its BED MOTION Unequalled in Strength and Adaptability.
Its DISTRIBUTION is the most Thorough and Economical ever built into a printing press.

Of these and many other important features to make

THE BABCOCK "OPTIMUS"

THE MOST SATISFACTORY PRODUCTIVE TWO-REVOLUTION
We have [illegible] the OPTIMUS [illegible]

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, 715-721 Dearborn St., Chicago, Illinois.
John Haddon & Co., Agents, London, E.C.
Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.

PERPETUAL INJUNCTION

Against the Intertype Company

The United States District Court for the Southern District of New York has this day ordered an injunction against the Intertype Company prohibiting the manufacture of their machine in the following terms:

> "That a perpetual injunction forthwith issue out of and under the seal of this court directed to the said defendant, The International Typesetting Machine Company, and to its officers, directors, superintendents, servants, clerks, salesmen, attorneys, receivers, assignees and agents, PERMANENTLY ENJOINING AND RESTRAINING THEM AND EACH OF THEM FROM DIRECTLY OR INDIRECTLY MAKING OR CAUSING TO BE MADE OR OFFERING FOR SALE, OR OTHERWISE DEALING IN OR DISPOSING OF, ANY LINOTYPE MACHINES UNDER DEFENDANT'S INTERTYPE MACHINE SO-CALLED AS IS SHOWN IN ANY INFRINGING LINOTYPE MACHINES or parts of machines embodying the inventions covered in claims 1, 2 and 3 of Hansler Patent No. 983,280, or claims 1, 2 and 3 of Ouisse Patent No. 720,896, or claim 1 of Hansler Patent No. 830,436, or in any manner infringing upon said patents or plaintiff's rights thereunder."

THIS INJUNCTION COVERS AMONG OTHER THINGS THE INTERTYPE METHOD OF SUPPORTING AND PERMITTING THE QUICK REMOVAL OF THE MAGAZINES.

The Mergenthaler Linotype Company will take steps to protect its rights against the manufacture, sale or use of infringing devices.

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING
NEW YORK, N.Y. U.S.A.

January Eighth, Nineteen Hundred and Fifteen

PRINTER & PUBLISHER

MARCH, 1915

IN THIS ISSUE

The New Tariff and War Taxes

Are You Getting the Printing of Your Town?

The Farmer a Factor in Advertising

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

"Used in Canada wherever good printing is done."

THE
Dominion Printing Ink
and Color Co., Limited

J. W. ROOSEN, Pres. H. D. ROOSEN, Treas. R. E. HEWITT, Secy.

128-130 PEARS AVENUE TORONTO, CANADA

Manufacturers of

Printing and
Litho Inks,
Dry Colors and
Varnishes

The Only Manufacturers of the famous

Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

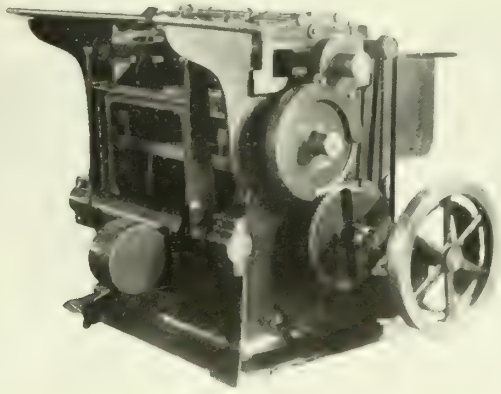
We make the Blacks that Dry with a Lustre

STOCKED AND SOLD BY

John Martin Paper Co., Limited
Winnipeg, Calgary, Edmonton

Gunn Paper Co., Limited
St. John, N.B.

It's here! Scrap Your Gordons!



The OSTERLIND
had to come—

Too many poor and insufficient profits in the Job Room made its advent imperative. And so urgent was its need that before the machine was on the market 29 were sold to printers who made special trips to the factory to see it running. Three have already been sold in Canada, although this announcement is the first that has yet been issued.

It's a novelty. See it operating in our Toronto warehouse. Just the most practical size for general job work, without space-waste. Turned out a four-color half-tone job at LESS cost than *one* color on a pony cylinder. Handles *better* the work of three or four Gordons at the maintenance cost of ONE.

If you are using two or more Gordons—Quit it! Get the facts about the Osterlind. Every master printer, every superintendent, every pressman should at least KNOW what the Osterlind stands for in time, work, overhead and profits definitely SAVED.

No question about it, *you are* in the market for this machine, so send for particulars. Full information gladly given without the slightest obligation. Find out the facts to-day.

MILLER & RICHARD

7 JORDAN STREET TORONTO, ONT.



HAMILTON ELEVATING TRUCK NO. 814
Has 11-inch adjustment ranging from 33 to 44 inches

Simplicity Is an Art

It is easier to write a long article than it is to write a short one containing the same information. It is easier to build a complicated piece of composing-room equipment than it is to make a simple one for the same purpose.

The *Hamilton* organization has spent over thirty-three years simplifying the construction of printers' furniture. This means to the printer better goods for less money; better results from the goods because of compactness and convenient arrangement, and longer life for an article because of the sturdiness of design which experience teaches is necessary.

The elevating Truck shown here is an example of simplicity and sturdiness. This is a Truck with a proven mechanical principle. The elevating mechanism consists of a screw and wheel, which gives an eleven-inch adjustment—from 33 to 44 inches. It will be seen that this Truck has no complicated parts to cause accidents or expense; and yet, with all its simplicity, it has an unprecedented range of adjustment and consequent usefulness.

Simplicity in your composing-room will mean increased profits. *Hamilton Steel Equipment* will help you obtain this result. Our broadside on the Modern System of Unit Construction for Steel Furniture tells more about this. A copy will be mailed free on request.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N.J.

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited — Toronto, 70 York St. / Montreal, 345 Craig St. W. / Winnipeg, 175 McDermott Ave. E. / Calgary, Alberta. / Regina, Saskatchewan. / Rex. A. Hand Representative for Maritime Provinces and Newfoundland, c/o Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Richard — Toronto, 7 Jordan St. / Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York Street, Toronto.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

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SOMEWHERE

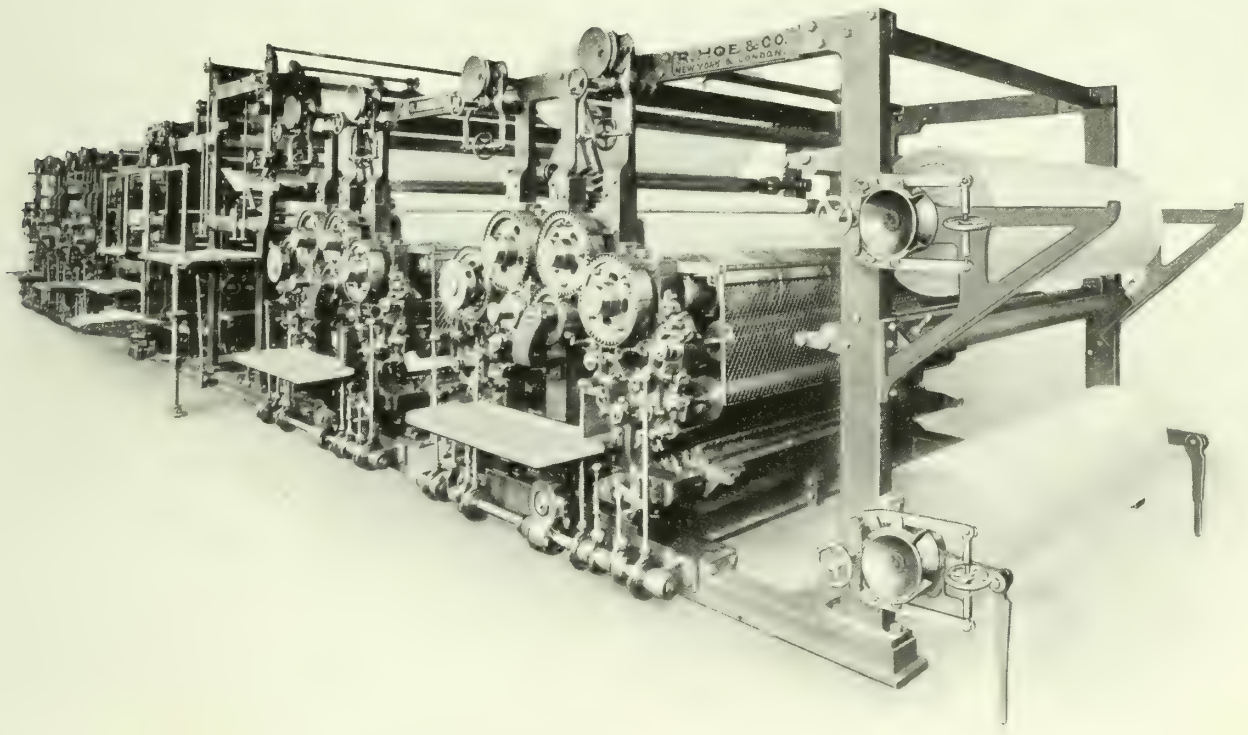
on the Presses and Plate-Making Machinery of every up-to-date newspaper plant there is a plate bearing the name of

R. HOE & CO.

It stands for Durability, Reliability, Efficiency, Economy in Operation and Quality of Output.

That's why so many prominent Canadian newspapers have installed Hoe Machinery, and why the great majority of publishers, printers, lithographers and plate-makers throughout the United States, Great Britain, Australia and New Zealand use

HOE MACHINERY EXCLUSIVELY



LOW TYPE FOUR-UNIT OCTUPLE LIGHTNING PRESS

One of Our Many Designs of High-Speed Newspaper Printing Machines.

Don't forget that we have expert printing machinery engineers always at your service to give competent advice.

R. HOE & CO., 504-520 Grand St., New York

Manufacturers of Printing, Stereotyping, Electrotyping and Photo-Engraving Machinery

120 ST. JAMES STREET, MONTREAL, CANADA.
7 WATER STREET, BOSTON, MASS.
544-546 SOUTH CLARK STREET, CHICAGO, ILL.
109-112 BOROUGH ROAD, LONDON, S.E., ENGLAND.

Say you saw it in PRINTER & PUBLISHER.



MADE IN CANADA

TAKE NO CHANCES!

The quality of Paper you handle is the all-important factor in influencing the best class and most profitable trade your way. Show your customers the well-known lines of

ROLLAND'S PAPERS

Superfine Linen Record
White, Azure and Buff

Empire Linen Bond
White and Six Tints

Earnscliffe Linen Bond
White and Azure

Crown Linen
White and Azure

Standard Pure Linen
White

Colonial Bond
White and Six Tints

Envelopes to Match

New Samples Just Issued

The ROLLAND PAPER CO., Limited

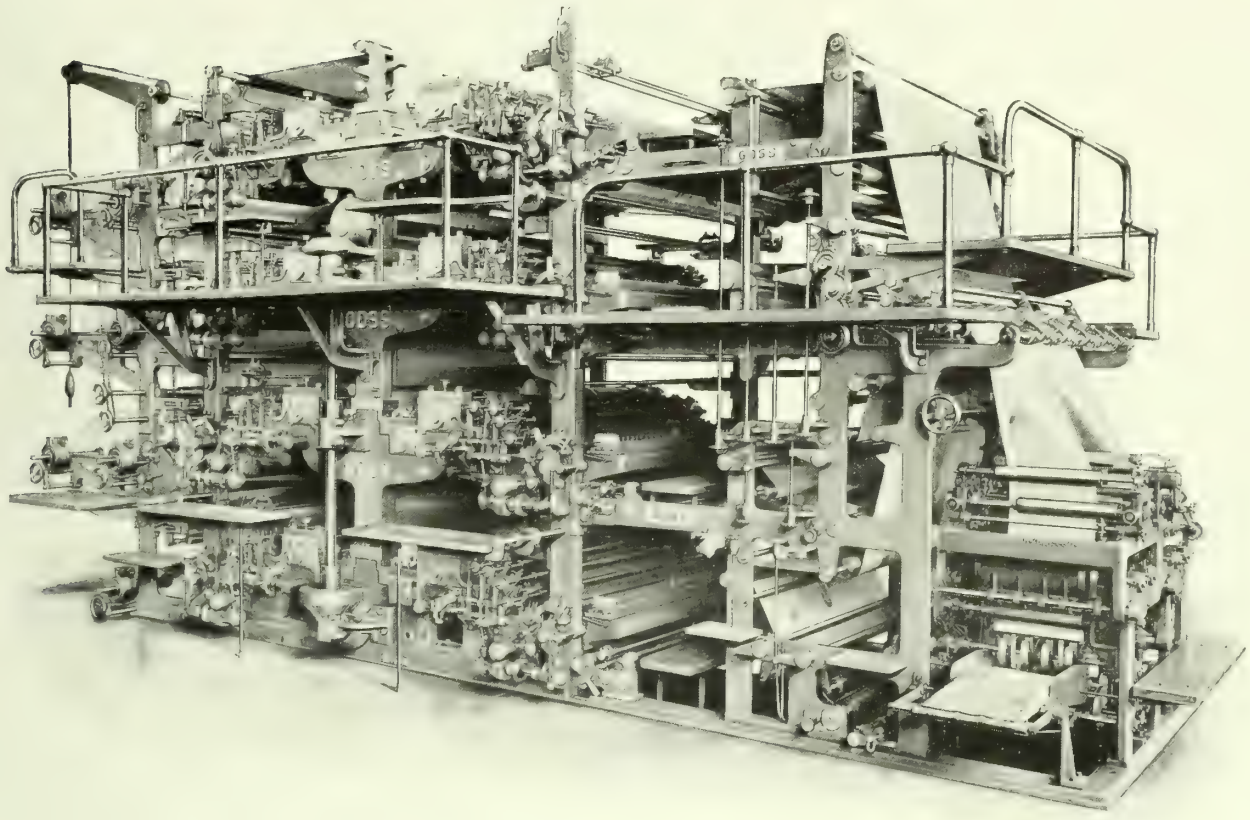
General Offices:
384 St. Paul St., Montreal

High-Grade Paper Makers

Mills at St. Jerome
and
Mont Rolland, P.Q.

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GOSS



THE GOSS "HIGH-SPEED STRAIGHTLINE" OCTUPLE PRESS

RECENT ORDERS FOR THIS MACHINE FROM

TIMES, LONDON, ENGLAND, (2 Presses)
GAZETTE-TIMES, PITTSBURG, PA., (2 Presses)
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HERALD, LOS ANGELES, CAL.
JOURNAL, MILWAUKEE, WIS.
CHRONICLE, HOUSTON, TEXAS
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LET US SEND YOU A COPY OF OUR BOOKLET
"USERS OF GOSS PRESSES"

THE GOSS PRINTING PRESS CO.

Main Office and Works:
16th St. and Ashland Ave., CHICAGO, ILL.

New York Office:
Metropolitan Building, No. 1 Madison Ave.

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"Roberts" Typo Numbering Machines

SIMPLEST—STRONGEST

BEST IN THE WORLD

Cleaned in One Minute Without Removing a Screw

More than 250,000 in Use

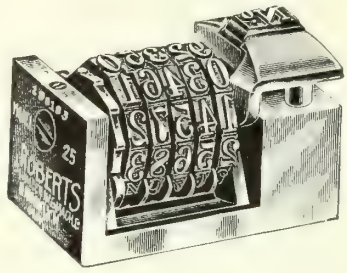
Are You Skeptical?
Order One and be Convinced!

In Stock and For Sale by All Type Founders

BRANCHES:
TORONTO - - CANADA
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MANCHESTER - ENGLAND

The Only Typo Numbering Machine Made on the Point System.

Model No. 25



№ 12345

$5.00 Model 25 5 Wheels | Model 26 6 Wheels **$6.00**

SIZE: No. 25, 5 Wheels, 64x108 points
No. 26, 6 " 64x118 "

The Best — yet the Cheapest Typo Numbering Machine Made

Both models have plungers with removable No.-slides; therefore slides engraved with any letter can be used when required, and the unnecessary expense of buying a new plunger for each and every letter is eliminated, saying nothing of the time one saves in making such changes, as all slides may be removed without taking machines from forms.

These models have the same patented features and superior construction as the machines manufactured by us under the former name of

"Bates Typographic Numbering Machines"

which should be sufficient guarantee of quality and simplicity.

Buy through our Canadian Branch and SAVE DUTY

New Address for Canadian Branch Office
110-112 CHURCH ST., TORONTO

$3.50 Each of the above Machines with SOLID CIPHER WHEELS can be had for **$4.50**

THE ROBERTS NUMBERING MACHINE COMPANY

696-710 Jamaica Ave. Successor to The Bates Machine Co. BROOKLYN, N. Y.

The USE of ELECTROTYPES INCREASES YOUR PROFITS

TRADE MARK

Are you using ELECTROTYPES?

TRADE MARK

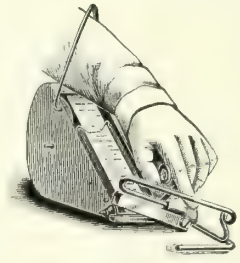
Save your type faces and reproduce as many formes as you desire with one cost of composition or engraving.

Your troubles in Electrotypes can be reduced to a minimum by dealing with a house who deliver *quality and service.*

Every Electrotype we make has our Trade Mark stamped on it and carries our guarantee of satisfaction.

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MONTREAL ELECTROTYPE CO., Reg'd.
71-73 WILLIAM STREET, MONTREAL, QUEBEC



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

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TRADE MARK

This design is a guarantee of quality.

St. Lawrence Bond

A New Made-in-Canada Bond Paper

White. Strong. A snap to it.
Low Price. Send for Samples.

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LIMITED
PAPER MAKERS

TORONTO MONTREAL WINDSOR MILLS, P.Q.

Colored Papers a Specialty

WASHED STERILIZED

WIPING RAGS AND CHEESE CLOTH

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E. PULLAN

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WOOD TYPE

GERHARDT'S Wood Type is guaranteed to be of uniform height. Made in any size desired in any assortment of characters. Material the best selected and hardest end-grain rock-maple. Lasts a life-time.

Wood Type is light in weight and much better than metal. My prices are lower than elsewhere.

Catalogues sent on request.

FRANK GERHARDT

MANUFACTURER

1162 Liberty Ave. Brooklyn, N.Y.

Say you saw it in PRINTER & PUBLISHER.

Goes ESTABLISHED 1879 Goes

GOES

Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS
comprises
STOCK CERTIFICATES - BONDS - DIPLOMAS
CORPORATION RECORD BOOKS.

1915 - CALENDAR PADS - 1915

ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO
WM. F. KROHMER, PRESIDENT.

Goes ADDRESS DEPT D.J.T. SAMPLES AND PRICES ON REQUEST. Goes



PRICES have EXPLODED

1 PINT 1 00

NOT THE

Security Benzine Cans

They Can't EXPLODE



1 QUART $1 25

A Better Built, Easier to Operate Underwriters' Approved Can, costing no more than old-style unapproved cans. Reduces Insurance Rates.

Operated by a natural grip of the handle and lever. Does not cramp the fingers.



2 QUART $1 50

Special funnels not required.

Fills rapidly through the nozzle with regular funnel.

No Leakage.

No Waste.

Approved, Tested and Inspected by the Underwriters Laboratories, Inc. Under Direction of the Nat. Board of Fire Underwriters

Sold by leading Canadian Dealers. Manufactured by

JUSTRITE MFG. CO., 330 So. Clinton, Dept. C., Chicago, U.S.A.

We also make the Justrite 3- and 5-Gallon Safety Cans, also Approved Oily Waste Cans.



1 GALLON $1 75

"The Fashionplate of Printerdom"

The Printing Art

Established 1903

IF you are not already acquainted with this publication you should immediately send for a copy. THE PRINTING ART covers the constructive phases of printing in a more thorough manner than any other publication in the field. Its exhibits are from the best printers in the country and are suggestive for typography, design, and color scheme. The articles are by men of known reputation—those who write authoritatively on the topics discussed. The magazine is a work of art from start to finish and all of its features, whether advertising, text, or exhibits, will at once appeal to those looking for the best.

If you will mention this advertisement and send ten cents we will mail you a specimen copy. This is a special offer and should be taken advantage of at once. The regular subscription price is $3.75 per year, or 35 cents per copy, but we make this offer that you may become acquainted with the magazine.

THE PRINTING ART
CAMBRIDGE, MASS.

Say you saw it in PRINTER & PUBLISHER.

John Dickinson & Co., Limited

Four Mills **Twenty-five Branches**

The Firm on Which the Sun Never Sets



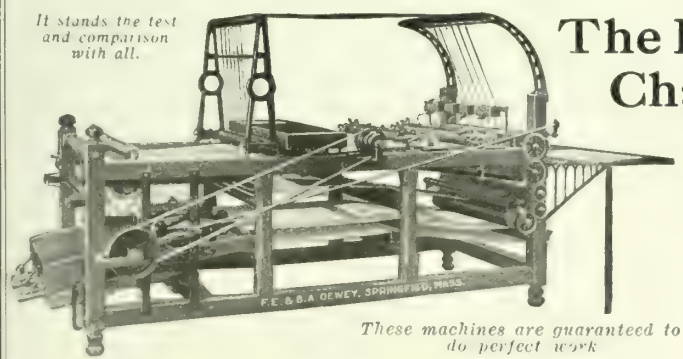
Canadian Branches:

MONTREAL
216 Lemoine Street

For Paper of All Kinds

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77 Wellington St. W.

It stands the test and comparison with all.



These machines are guaranteed to do perfect work

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

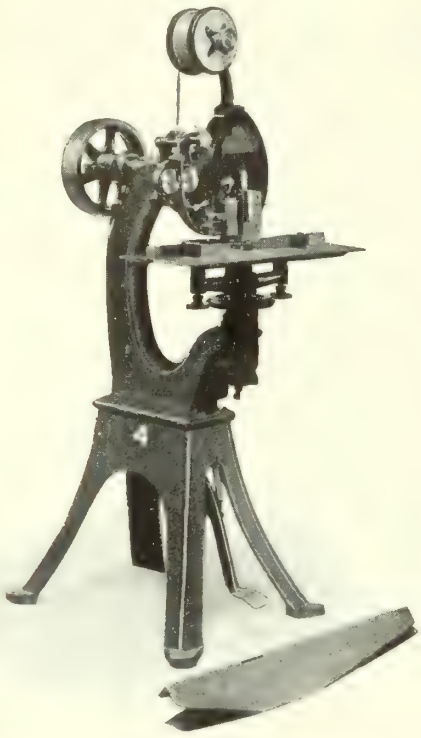
First made in 1863
Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.,

Agents: Miller & Richard, Toronto, Montreal, Winnipeg and Vancouver

Is Your Bindery Proving Profitable?



You'll find there are many more advantages than speed to be gained in "PERFECTION" WIRE STITCHERS. Double stitches are impossible and *adjustments are few, simple and quickly made.* More than that

Perfection Wire Stitchers

are constructed from materials that are thoroughly tested as to their efficiency and durability, thus insuring long, continued service.

Hundreds of printers are proving every day that only with the PERFECTION can they secure the greatest amount of perfect stitching at the minimum of labor and expense.

Why not let us tell you how the PERFECTION WIRE STITCHER will save considerable expense right in your own bindery? Send for information *to-day.*

THE J. L. MORRISON CO.

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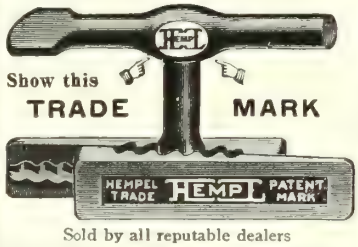
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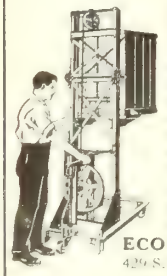
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PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

Vol. XXIV. Toronto, March, 1915 No. 3

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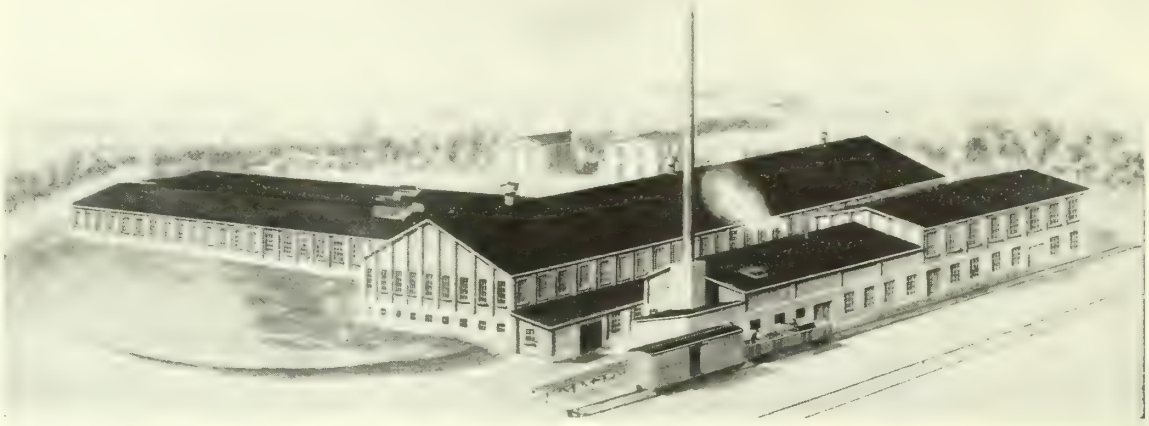
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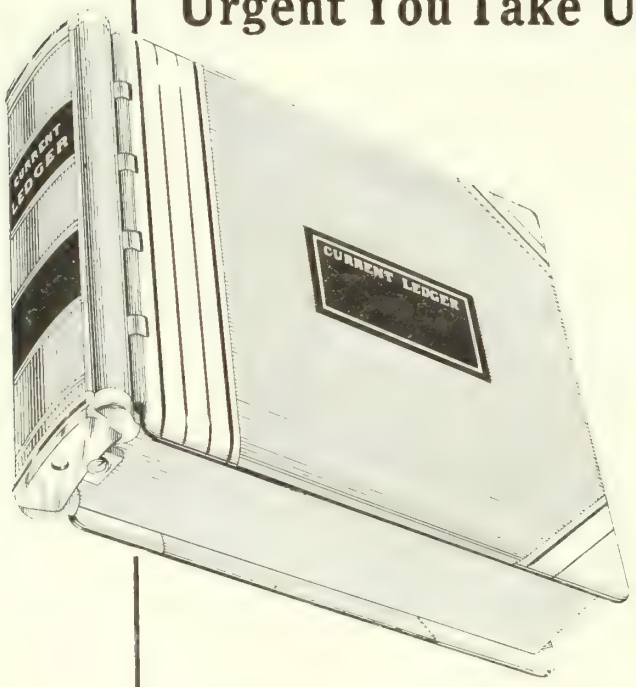
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PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

The New Tariff and Special Taxes

How They Affect Printers and Publishers

THE EFFECTS upon all business interests of any general revision of the tariff are so far-reaching that it is no wonder that few care to express an opinion as to what the actual result will be. Since the announcement was made of the all-round increase in the tariff, with few exceptions, of 5 per cent. on the British preferential and 7½ per cent. on the intermediate and general, ad valorem in both cases, business men have been so bewildered as to the extent their interests will be affected by the various ramifications of the changes that many have so far declined to express an opinion. In addition to the blanket tariff increase, affecting both dutiable and hitherto free articles, there are also the special emergency revenue taxes to be taken into consideration, and these latter will perhaps have an equally serious effect on the printing and publishing industry.

WILL HELP CANADIAN-MADE PAPERS.

It seems likely that the added duty of 5 per cent on British papers and 7½ per cent. on United States papers, bringing the respective totals up to 20 per cent. and 32½ per cent., will have the effect of giving a sufficient advantage to Canadian mills to result in the exclusion of a few lines of papers that are now coming in. Unless the American and British mills bear the burden of the increased cost of marketing, or share it with the Canadian agents, the printer will have to pay an increase of approximately one cent per pound. In some cases this additional charge can be made and still keep the line out of reach of Canadian competition, while in others it would give Canadian makers the advantage they need. Of course it is true that the Canadian mills will have to pay heavier duties on some raw materials such as aniline dyes, alum, bleach, etc., but this will not nearly balance up with the added protection given. In the paper market it looks now as though conditions would remain much the same, with the exception of strengthening the Canadian mills in the home market on the cheaper calendered and bond papers. As newsprint has been exempted from increase there will not be any change in this connection. Although the increases apply to paper pulp this is of little concern to the Canadian market as most of the imported pulp, which is of very high grade, comes from Scandinavian countries, and as there is a provision that paper manufactured from such pulp, if exported to some foreign country, entitles the Canadian mill to a rebate of 99 per cent. of the duty originally paid on the raw material.

INCREASE IN METAL PRICES.

One very direct effect of the new tariff of interest to printers and publishers is the increase in all printers' metals, owing to the placing of duty on tin and antimony, which formerly came in free. The 7½ per cent. duty which is now in effect on imports of these metals from the United States has already caused an all-round increase on printers' metals of from a half to one cent a pound. One manufacturer informed PRINTER AND PUBLISHER that still further increases might be looked for as antimony and tin had both risen to unusually high prices and some increase in metals was due anyway, tariff or no tariff. Antimony is now quoted at 19 to 20 cents a lb. and tin around 40 cents, normal prices being approximately 12 and 25 cents respectively. The market prices on printers' metals at the time of going to press are given elsewhere in this issue.

DUTY ON PRINTING INCREASED.

Canadian job printing firms are given added protection on printed advertising matter of every variety. The old tariff was 10 cents per lb. preferential and 15 cents per lb. general. To this will now be added a special duty of 5 per cent. and 7½ per cent. respectively on the value of each import. In some cases this will not amount to a great deal while in others it will certainly be sufficient to wean Canadian buyers of printing from sending their orders to United States firms.

LEFT ON FREE LIST.

It should be a matter for satisfaction to all Canadian printers and publishers that type-casting and type-setting machines and parts thereof, (which includes matrices) have been exempted from duty and will come into Canada free, as formerly. It will be recalled that PRINTER AND PUBLISHER took a very prominent part in having these items placed upon the free list some time ago. Newspaper presses, valued at not less than $1,500, will also remain on the free list, as heretofore.

EFFECT OF WAR STAMPS ON MAIL MATTER.

Up to the time of going to press no definite information could be obtained as to the real extent of the tax of one cent on mail matter, but it is believed that circulars will be included, whether mailed in envelopes or not. If this is so the effect on the job printing trade would not seem to be very favorable. At the same time there may be an increased demand for blotters, envelope stuffers, etc., for example, and this demand should be stimulated by printers themselves at every opportunity. Economy will prompt many firms to use every fraction of an ounce of postage and envelope "stuffers" will do good work in this connection.

CONDENSED TARIFF FOR PRINTERS.

With a view to unraveling the Canadian tariff, so to speak, PRINTER AND PUBLISHER appends to this article

a list of the principal items in which printers and publishers are interested, showing the old tariff and the increase in each case. This table should be of considerable value, not only in understanding clearly the present changes, but as a permanent ready-reference schedule. The number in front of each item is that of the official tariff. The letters "N.O.P." stand for "not otherwise provided for."

	Old Tariff Brit. Pref.	Gen-eral	Amount of Increase Brt. Pref.	General
178 Advertising Bills and Folders, per lb. 10	15	5% on value	7½% on value
178 Advertising and printed matters, advertising pamphlets, advertising show cards, illustrated, advertising periodicals, price lists, advertising, almanacs and calendars, patent medicines or other advertising circulars, fly sheets or pamphlets, advertising chromos, chromotypes, cleographs or like work produced by any process other than hand painting or drawing, and having any advertisement or advertising matter printed, lithographed or stamped thereon or attached thereto, including advertising bills, folders and posters or other similar artistic work, lithographed, printed or stamped on paper or card board for business or advertising purposes, N.O.P., per lb. 10	15	5% on value	7½% on value
178 Advertising pictures, per lb. 10	15	5% on value	7½% on value
178 Advertising Post Cards lb. 10	15	5% on value	7½% on value
181 Advertising Sample Cards to which small pieces of dyed fabrics are attached..22½	35	5% on value	7½% on value
330 Antimony, or regulus of, not ground, pulverized or otherwise manufactured...Free	Free	5% on value	7½% on value
193 Bags, paper bags or sacks of all kinds, printed or not 15	27½	5% on value	7½% on value
181 Bank notes, bonds, bills of exchange, cheques, promissory notes, draft and all similar work unsigned, and cards or other commercial blank forms, printed or lithographed, or printed from steel or copper, or other plates and other printed matter, N.O.P. 22½	35	5% on value	7½% on value
199 Blank Books 22½	35	5% on value	7½% on value
181 Blanks, insurance blanks, etc., not illustrated 22½	35	5% on value	7½% on value
178 Blanks, insurance blanks if illustrated, per lb. 10c	15c	5% on value	7½% on value
181 Blank forms and cards, commercial, printed or lithographed 22½	35	5% on value	7½% on value
199 Blotters, printed but not illustrated 22½	35	5% on value	7½% on value
178 Blotters, if printed and illustrated, per lb. 10c	15c	5% on value	7½% on value
199 Blotting paper, enamelled surface, illustrated, with blank space for printing, without advertisement 22½	35	5% on value	7½% on value
178 Blotting paper, enamelled surface, illustrated, with advertisement, per lb. 10c	15c	5% on value	7½% on value
178 Blotting paper, illustrated advertising, per lb. 10c	15c	5% on value	7½% on value
442 Book-binders', book-binding, machines, etc. 5	10	5% on value	7½% on value
199 Boxes, paper boxes, empty, plain 22½	35	5% on value	7½% on value
198 Boxed papers 22½	35	5% on value	7½% on value
361 Bronze Powders 15	27½	5% on value	7½% on value
197 Calendered paper, N.O.P., not ruled 15	25	5% on value	7½% on value
199 Calendered Paper, N.O.P., ruled 22½	35	5% on value	7½% on value
178 Calendars, advertising, per lb. 10c	15c	5% on value	7½% on value
199 Card Blanks, cardboard, pasteboard, in sheets or cut to size, N.O.P. 22½	35	5% on value	7½% on value
180 Christmas greeting cards, N.O.P. 15	22½	5% on value	7½% on value
531 Cloth, book-binders' cloth, when imported for use exclusively in bindg books ..Free	Free	5% on value	7½% on value
246 Dry colors, N.O.P. 15	22½	5% on value	7½% on value
180 Engravings 15	22½	5% on value	7½% on value
431 Engravers' Plates, of steel.15	20	5% on value	7½% on value
199 Envelopes, paper, of all kinds 22½	35	5% on value	7½% on value
181 Fans, advertising 22½	35	5% on value	7½% on value
256 Ink, for printing 12½	20	5% on value	7½% on value
339 Leads, printers' leads....20	30	5% on value	7½% on value
201 Matrix paper, not being tissue paper, adapted for use in printing .....Free	Free	5% on value	7½% on value
183 Newspapers or supplemental editions, or parts thereof, partly printed and intended to be completed and published in Canada ..15	25	5% on value	7½% on value
184 Newspapers and quarterly, monthly and semi-monthly magazines, and weekly literary papers, unbound, and tailor's, milliners' and mantle-makers' fashion plates .....Free	Free	No change	No change
442 Numbering machines, typographic, for printing presses used by printers 5	10	5% on value	7½% on value
197 Paper Pulp 15	25	5% on value	7½% on value
197 Paper, printing, N.O.P...15	25	5% on value	7½% on value
196 Paper, printing, costing less than 2¼c 10	15	No change	No change
442 Printing presses, lithographic presses and type-making accessories therefor, also machines specially designed for ruling, folding binding, embossing, creasing or cutting paper or cardboard, when for use exclusively by printers, bookbinders and by manufacturers of articles made from paper or cardboard, including parts thereof, composed wholly or in part of iron or steel, brass or wood 5	10	5% on value	7½% on value
443 Printing presses, newspaper printing presses of a class or kind not made in Canada, of not less value than $1,500 each, by retail.Free	Free	No change	No change
353 Rules, printers', brass ..20	30	5% on value	7½% on value
132 Stereotypes, electrotypes, and celluloids, for almanacs, calendars, illustrated pamphlets, newspapers, advertisements, N.O.P., and matrices, per square inch 1c	1½c	5% on value	7½% on value
197 Tags, shipping, price, or other tags 22½	35	5% on value	7½% on value
368 Time Recorders 20	30	5% on value	7½% on value
343 Tin, in blocks, pigs, bars and sheets .....Free	Free	5% on value	7½% on value
340 Type, for printing, including chases, quoins and slugs of all kinds 12½	20	5% on value	7½% on value
441 Type-casting and type-setting machines and parts thereof adapted for use in printing offices .....Free	Free	No change	No change
199 Type-setting machines, perforated paper for 22½	35	5% on value	7½% on value
341 Type metal in blocks, bars, plates, or sheets 10	15	5% on value	7½% on value

Sources of the Extra Revenue

The Tariff Changes in Brief and Some Estimates of What the War Taxes Will Bring—Banks, Loan Companies, Cables and Telegraphs, Passenger on Railways and Steamships, Letters and Post Cards Among the Sources.

From the Banks—A tax to be paid quarterly, equal to ¼ of 1% upon average amount of the notes in circulation during the three months preceding.—Estimated revenue—$1,050,000.

From the Loan and Trust Companies—A tax of 1% upon the gross amount of interest from loans and investments in Canada, and the same tax on the gross amount of income other than interest on business transacted in Canada received by the company on and after Jan. 1, 1915.—Estimated revenue—$1,000,000.

From the Insurance Companies—A 1% tax on the net premiums received by the company on and after Jan. 1, 1915,—other than life and marine companies and fraternal benefit societies.—Estimated revenue—$301,000.

From Cable and Telegraph Companies—A 1 cent tax on each message from each office in Canada for which a charge of 15 cents or more was imposed, the company having the right to collect the one cent from the party who sends the message.—Estimated revenue—$100,000.

From Purchasers of Transportation Tickets—A tax of 5 cents on every railway passenger ticket over $1 and not more than $5, to any place in or outside of Canada; on every steamboat passenger ticket between Canadian ports or from a Canadian port to a port in Newfoundland, the West Indian Colonies or the United States; on tickets over both railway or steamboat lines to the above places. If the ticket amounts to more than $5 the additional tax will be five cents for each additional $5 or fraction thereto—Estimated revenue—$3,000,000.

From Sleeping and Parlor Car Accommodation—10 cents for each berth bought, and 5 cents for each parlor car seat.

From Passenger Steamship Companies—A tax of $1 for each passenger carried between Canadian points or from Canadian points to points in Newfoundland, West Indian Colonies and to the United States if the amount chargeable for the passage exceeds $10; the sum of $3 if the amount exceeds $30; and $5 if the amount exceeds $60—the company may collect this from the passenger.—Estimated revenue—$750,000.

From Drawers of Cheques and Bills of Exchange—A tax of 2 cents on each cheque payable at or by a bank, and the same on each bill of exchange through a bank or delivered to a bank for collection; also a cheque or other bill of exchange made out of Canada shall before presentment for payment have affixed a stamp to the value of 2 cents, and the value of the stamp shall be chargeable to the person entitled to the proceeds of the cheque or bill.—Estimated revenue—$800,000.

From Bank Receipts—A tax of 2 cents on a receipt for money paid to a customer by the bank and chargeable against a deposit to his credit.

From Express Companies—A tax of 2 cents on money orders or travelers' cheques, a stamp to be affixed before one is issued and chargeable to the purchaser.

From Money Orders and Postal Notes—A tax of 2 cents and 1 cent respectively to be affixed by the Post Office to be paid for by the purchaser. On these stamps will be printed the words "war tax."

From Letters and Post Cards—A tax of 1 cent on each letter and post card sent by post. The stamp will have the words "war tax" printed on it.—Estimated revenue—$6,934,000.

From Bills of Lading—A tax of 2 cents in the form of a stamp on each bill of lading or other evidence of receipt for goods to be exported or carried coastwise or to be transported by railway. The person by whom the goods are received affixes the stamp.

From Proprietary or Patent Medicine and Perfumery—Tax of 1 cent when the retail price for each bottle or package is 10 cents or less and for each additional 10 cents or fraction thereof, 1 cent.

From Non-sparkling Wines—Tax of 5 cents on each bottle of one quart or less, and 5 cents for each additional quart or fraction of a quart.

From Champagne and Sparkling Wines—Tax of 25 cents on each bottle of one pint or less and 25 cents additional for each extra pint or fraction thereof. (The new duties on wines and champagne took effect on Feb. 12.)

From Duties on all Imported Goods (with some exceptions)—The entire tariff schedules have been advanced as follows: British Preferential 5%; Intermediate 7½% and General 7½%. The exceptions include tea, fish from Newfoundland; cocoa and chocolate products, salt for the fisheries, Indian corn, except for distillation purposes; wheat, wheat flour, sweetened biscuits, sugar, tobacco, wines from South Africa; animals for the improvement of stock; squid, oysters, fish and fish eggs for propagating purposes; books, printed; newspapers and magazines; news printing paper; matrix paper; nicotine sulphate; ores of metals; bells for churches; gold and silver coin and gold and silver in ingots, blocks, bar, drops, etc.; typesetting and typecasting machines; newspaper printing presses; mowers, binders, harvesters and reapers; traction ditching machines; surgical and dental instruments; material for ships; binder twine; articles for the manufacturing of binder twine; fish hooks, lines, twines and nets for the fisheries; artificial limbs, artificial teeth, not mounted; articles specified in tariff for schools, hospitals and charitable objects; settlers' effects.

Big Job Business in Six Years in Spite of Fire

$85,000 Building of Lowe-Martin Co., Ottawa—Business Started in 1908, Burned Out in 1913—New Home Reinforced Concrete, Flat Slab Design

FEW JOB printing firms can look back upon the first six years of their existence and point to growth of such proportions as has been experienced by the Lowe-Martin Co., Limited, Ottawa. Few indeed are those that could do so if, during those six years, they have been called upon to withstand such a set-back as visited the firm in question, for in a single night the Lowe-Martin plant was reduced to a mass of twisted, smouldering junk. The complete havoc wrought by the fire is very well depicted in the illustration on this page, showing the Lowe-Martin premises as they were on February 25, 1913.

Not dismayed by the fire the company immediately commenced the work of re-establishing their business and they did so in a remarkably short space of time, as the details farther on in this article bear witness. After the temporary premises, which were urgently required at the time, had been secured, the very first thought of the proprietors was the erection of a business home of their own, designed and constructed along the most approved lines and best suited to the particular requirements of the job printing and bookbinding business.

"A BUILDING THAT COULD NOT BE BURNED DOWN."

The experience of one fire was quite enough for Messrs. Lowe and Martin, the two proprietors of the company, and they set about to erect a building "that could not be burned down." They visited Montreal, in company with their architects, and a large number of representative buildings of various types were inspected. Of all the buildings inspected the partners decided that the Reid Building, on Alexander street, Montreal, was the type of construction best suited to their needs, the reason being that in addition to possessing the necessary fire-proof features, it has no cross beams to obstruct the light. Suitable property was secured at 171-175 Nepean street and the work of construction was commenced as soon as possible.

As shown in the accompanying illstration, the new Lowe-Martin Building is six storeys in height, including the basement, which is really a ground floor, being only four feet below the street level. Like the building after which it is patterned it is a flat slab design constructed of reinforced concrete and brick. It has a frontage on Nepean street of 56 feet and a depth of 99 feet, giving a total floor space on the 6 floors of 33,264 square feet. The approximate cost of the structure was $85,000.



"A building that cannot be burned down."
Lowe-Martin Co., Ottawa.

The only wood in the whole building is the sash used in the front, all of the other windows having steel frames and wired glass. Another fire-proof feature is the placing of all electric wires in conduits. The absence of all overhead shafting and belting is another contributing factor that lessens danger from fire---such danger as there can be in a building that is virtually unburnable. The best evidence of the thoroughly fire-proof nature of the building is the extremely low insurance rates of 24 cents on the building and 65 cents on plant fixed by the underwriters. The latter is a decided contrast to the former rate of $1.85 which was exacted when the firm was located in the premises destroyed, representing a saving of nearly two-thirds.

In the matter of light also the Lowe-Martin Building is particularly well appointed. On the west side of the building there is a ten foot right of way, which is used as a lane for shipping. It serves the additional purpose of insuring perpetual light on that side of the building and the entire west wall is provided with a maximum of glass, as is shown in the illustration. There are plenty of windows on the other three sides of the building also, giving a perfect flood of light on all floors.

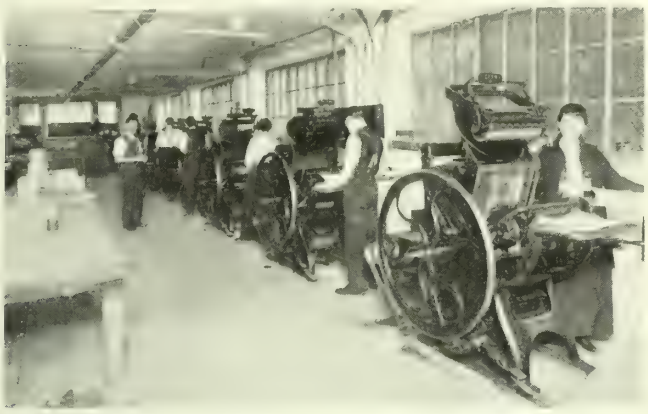
THE EQUIPMENT.

An understanding of the principal items of equipment in use in the Lowe-Martin plant will assist the reader in appreciating the description of the plant arrangement given later on. The machine composition is handled by one Standard Monotype equipment, that is, one caster and one key-board. The composing room is equipped exclusively with Hamilton dust-proof cabinets of the latest design and a correspondingly excellent equipment of imposing stones, etc. The press equipment consists of six Golding jobbers and four Miehle cylinders. The bindery is thoroughly well-equipped with all the most modern machinery for turning out loose leaf work as well as high-class commercial printing, including ruling, punching, perforating, cutting machines, etc.

THE LAY-OUT.

In the matter of laying out the plant, the Lowe-Martin Co. have given very close attention to this important factor in producing efficiency. Entering the building at the front door there is a large vestibule, from which stairs lead down to the basement or ground floor and up to the first floor on

which are the business offices of the concern. In the basement, along the front of the building, facing on Nepean street, is located the monotype and hand composing room. Along the west windows are the six Goldings, in tandem fashion. The four cylinders are in the centre of the big room and toward the rear is the commodious and well laid



"The six Goldings . . . in tandem fashion."
Lowe-Martin Co., Ottawa.

out stock room. In this room is one of the paper cutters and all stock is sent out ready for ruling or printing.

VALUE OF A "RIGHT-OF-WAY."

On the first floor above the basement are the general offices and the remainder of the floor is used principally for the extensive binding business. In laying out the bindery an excellent effect has been produced by allowing a four foot right-of-way down the centre of the room, permitting stock to be delivered on trucks to the different machines without interrupting other work. A freight elevator brings the printed matter direct from press room to bindery. There is also a passenger elevator in the front of the building, connecting with all floors. The three ruling machines are assembled along the west windows. The other smaller machines such as punch, perforator, etc., are arranged one after the other in tandem fashion. The bookbinders are located toward the rear and along the east wall, having ex-



A four foot right of way down the centre of the room.
Corner of Lowe Martin Bindery.

cellent light from side and rear windows. The shipping room is located at the back of the building close to the elevator, so that when the goods are finished they can be packed up and shipped out without having to go through any other part of the building.

There isn't a piece of shafting or unnecessary belting in the whole Lowe-Martin plant. The numerous benefits to be derived from the use of individual motors in printing plants are fairly well appreciated and no doubt many firms would install them throughout were it not for the initial expense. Lowe-Martin Co. have 20 individual motors of the Century make. The result is that they have a comparatively low cost for power, and have also eliminated a source of danger, dirt and darkness.

BUSINESS STARTED IN 1908.

It was in October, 1908, that E. D. Lowe and T. H. Martin formed a partnership in Ottawa for the purpose of engaging in the loose leaf business—at least that was their principal object at that time. Early in 1909 increasing business made the formation of a joint stock company advisable and this was done, although control of the business was retained and is still controlled by Messrs. Lowe and Martin. As time went on it became apparent that if the young firm were to succeed in building up a strong connection it would be necessary to branch out into the general



Havoc wrought by fire February 25, 1913.
Lowe-Martin occupied three upper floors.

printing business and the result is that to-day, although the installing of loose leaf systems and furnishing of supplies for same still forms a large part of the business, the plant is well equipped to turn out a wide range of general printing. In other words, the Lowe-Martin Co. adapted themselves to conditions as they found them and to that, no doubt, can be attributed a large share of their success The machine composition was first bought from trade typesetters but as business increased a standard monotype equipment was installed. The investment at first was comparatively very small. The initial plant consisted of two platen presses, one ruling machine and one cutter.

After twice outgrowing their premises the firm moved to the building on Albert street, where they were located when visited by the disastrous fire on February 25, 1913. The entire plant was wiped out and in addition a great deal of work that was passing through the establishment at that time was destroyed. A $1,500 catalogue job was completed and ready for delivery and this was burned.

Orders were despatched at once for new plant. In the meantime the printers of Ottawa came nobly to the assistance of the unfortunate firm and assisted in supplying the needs of customers. The new plant was ordered before the fire was extinguished and in less than a week three car loads of machinery and other equipment were in Ottawa awaiting a new home. The greatest trouble came in finding a building, suitable premises being at a premium at that time. Finally an old building in the rear of 136 Bank street was secured temporarily and after it had been shored up to bear the weight of the heavy machinery the plant was installed and work proceeded as rapidly and efficiently as possible.



"Equipped with Hamilton dust proof cabinets."
Corner of Lowe Martin Composing Room.

Enterprise and adaptability have characterized the Lowe-Martin firm from its inception and have been important factors in building up the extensive business now enjoyed by the firm, as well as in overcoming their serious set-back of February, 1913. Their new building is a worthy addition to the homes of Canadian job printing concerns and one that should serve as a model in many respects for others who are contemplating building.

Aniline Dye Industry in Great Britain

IN THE weekly report of the Department of Trade and Commerce for February 15 there appears the following despatch from the Dominion's Trade Commissioner at Birmingham:

"The executive committee of the Associated Chambers of Commerce has considered the proposed national company for the manufacture of dyes and its views are expressed in a long resolution which has been sent to the Prime Minister. The opinion is that a company assisted by Government money to develop the coal-tar color industry in the United Kingdom would not meet the difficulties of the situation, but would stifle competition and establish a monopoly. The council is also of the opinion that a substantial import duty on coal-tar colors should be imposed for some years after the close of the war. If this is granted the present manufacturers would largely extend their operations, other manufacturers (British and foreign) would establish works and there would be a much increased output. The competition within the United Kingdom would ensure the consumers against excessive prices, and be an incentive to economical and efficient manufacture."

New Home for North Battleford "News"

THE NEWS, of North Battleford, Sask., recently erected a new home one storey in height and 25x100 feet in dimensions. One of the most noteworthy features of this building, and one which is of the utmost importance in printing office construction is that of abundant window allowance. The *News* building is provided with windows on all sides and in addition has two skylights in the ceiling. The front and also the rear wall of the building is constructed entirely of glass, with the exception of the necessary frame-work and doors.

The *News* equipment includes a model 10 linotype, two Gordons, a Mentges folder, two-revolution Campbell press, etc. Its circulation has grown in two years from 650 to almost 2,500. J. W. Bawden is manager and C. R. McIntosh is editor.

A Printing Office Constructed of Logs

A DECIDED contrast to many of the more pretentious new homes of Canadian dailies and weeklies that have been depicted in this and the February issue of PRINTER AND PUBLISHER is offered by the illustration on this page of the *Crag and Canyon* office at Banff, Alberta. It is constructed almost entirely of peeled logs, and so far as is known, is unique in this respect. As will be seen by the photo the building is square in shape with cottage roof, altogether giving a very neat appearance. To be exact, it is 28 x 30 feet in size, and "25 logs" high. The logs are about a foot through. The doors and windows are the usual stock material, but the rest of the building is log. Even the corners have a log upright into which the side logs are countersunk. The inside of the building is the same as the outside, that is bare pealed logs, oiled or varnished, secured in the neighborhood. The structure was completely erected in eight days by the proprietor of the paper, who has done considerable building of this nature in addition to looking after his newspaper and other interests. The appropriateness of the name of the paper is obvious for the photo shows the crags and suggests the canyons of the mighty Rockies in the immediate background of the building.

The proprietor is Norman K. Luxton, son of the founder of the Winnipeg *Free Press*. Mr. Luxton has made quite a place for himself here having connection with a number of things outside the paper which go to make up a town's live citizen. The lettering on the window of the office indicates that he is a notary, and handles real estate. He is also interested in some good stores on the main thoroughfare of the town, hauls coal and wood, is interested in a large livery and transfer business. He has very little time for detail work in connection with his undertakings, but does not let matters slip under him.



A Printing Office Built Entirely of Logs.
Home of the Crag and Canyon, Banff, Alberta.

Methodist Book Room Nearing Completion

THE "MILLION-DOLLAR" building of the Methodist Book and Publishing House, which has been in course of construction at Queen and John streets, Toronto, for the past year and a half, is now nearing completion. Rev. Wm. Briggs, D.D., book steward, stated to PRINTER AND PUBLISHER that it is hoped the interior work will be finished and the building occupied in May.

The structure is absolutely fireproof—as much so as modern architectural engineering can make it. In addition to giving the necessary strength, the materials used in construction have secured a very fine appearance for the exterior. The structure is steel and concrete throughout and is faced with glazed terra cotta. Every available space on every side of the building has been utilized for window space, ensuring the best of light and ventilation. The windows opening on the three streets—Queen, John and Richmond—are of British plate; those opening into the lanes and court at the rear are of wired-glass.

WILL BE TEN STOREYS EVENTUALLY.

As originally announced the building will eventually be brought up to the ten-storey height. The present structure is five and basement but the entire construction, including all mains, such as those for water and electric conveyance have approximately double the strength and carrying capacity that is immediately required. Some idea of the solidity of the structure can be gained from the fact that the 150 concrete pillars that support the building were sunk forty-two feet below the street level. Judging by the manner in which the Book Room has outgrown its present premises it seems not unlikely that the additional five storeys will be needed within the next few years.

The building is L-shaped, a lane and large court extending into the centre at the rear. The frontage on Queen street is 133 feet, on John street 221 feet, and on Richmond



View of John and Richmond Streets Facades, Methodist Book and Publishing House, Toronto

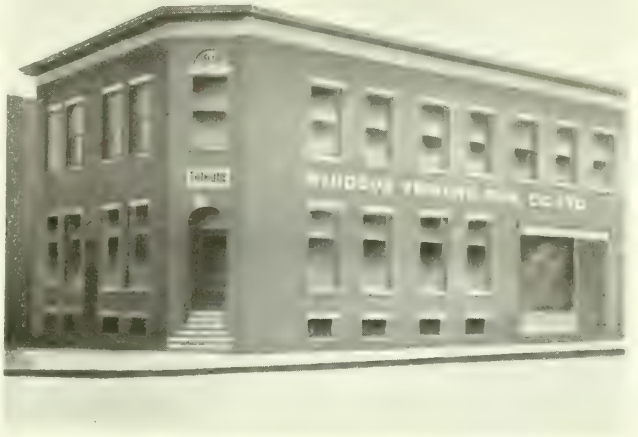
street 232 feet. The total floor space provided is approximately 151,000 square feet.

The Richmond street frontage is not all five storeys and basement at present. All but eighty feet is two and basement, this portion being intended for the paper storage, cylinder press and bindery departments.

In a later issue it is hoped to give complete details regarding the construction of the new edifice, which is one of the finest printing and publishing homes on the continent. Particulars will also be given regarding layout of the offices and plant and sketches of floor plans and interior views will be shown at that time.

$10,000 Building of Windsor, N.S., Tribune

THE NEW home of the *Tribune* at Windsor, N.S., is a splendid tribute to the energy and ability of the two women who have had control of the paper since they acquired the property ten years ago. The ladies in question are Mrs. P. M. Fielding and Miss A. Forbes, who conduct the *Tribune* under the title of the Windsor Tribune Publishing Co., Limited, and occupy the positions of president and secretary-treasurer respectively. The plant is worth twice as much as it was at the time of purchase and the circulation of the paper has greatly increased. In fact the *Tribune* is



New Home of Windsor (N.S.) Tribune, Occupying one of Windsor's best business corners.

now regarded as one of the most influential weeklies in the province. From five to eight hands are employed. The paper was originally started in 1883. It was taken over by Mrs. Fielding and Miss Forbes on March 26, 1905.

The new building of the *Tribune* is of brick and concrete, two storeys and basement, and occupies one of the best business corners in the town. It has a frontage of 63 feet on Water street and 35 feet on King street.

The basement is used for the Cottrell newspaper press, folder, motors, stock of news print and furnace room. On the ground floor are the business offices, editorial rooms, composing room, job press room and stock room. There is also a small store which is rented to a milliner. The second floor is rented as offices and apartments. A large Golding jobber is an item of equipment in the job press room.

PAPER PUBLISHED FOR HANTSPORT ALSO.

In addition to publishing the *Tribune*, Mrs. Fielding and Miss Forbes established a new paper last year called the Hantsport *Review*. It is a four-page weekly, 6 cols., and is devoted to the news of Hantsport, a town seven miles from Windsor. Miss MacKay is in charge of the *Review* office at Hantsport, gathering news and advertising for the paper. The remainder of the editorial work and the printing is then done at Windsor in the *Tribune* office. The day of publication is Tuesday of each week.

LOGOTPYES of the emblem of the United Typothetae and Franklin Clubs of America are now procurable by members on application to the National office. These are suitable for use on stationery and advertising literature and quite a number of printers who have already secured them are using them in this way.

THE EDITORS' VIEWPOINT

An Object Lesson in Co-operation

A REPORT published in the Happenings of the Month Department of this issue states that the offices in the Okanagan valley of British Columbia, without exception, are in a sound condition. It might be added that the business in the valley has suffered seriously during the past few months. The sound condition of the offices in question is due, however, to the fact that every one of the twelve holds membership in and receives practical benefit, through co-operation, from the Okanagan Press Guild. The object lesson has a special significance for other communities that are finding it pretty hard sledding at present and also for individual offices that are non-members of existing local organizations. A time like the present demands co-operation more than any other.

A Vital Subject

NEWS COMES from Winnipeg that A. K. Ferguson, assistant manager of the Canadian Credit Men's Trust Association, (which is a branch of the Canadian Credit Men's Association, Limited), is scheduled to address the Winnipeg Printers' Board of Trade on February 25, on the subject of "Credits." The Winnipeg Board is to be congratulated on having secured Mr. Ferguson, who, because of his unequalled opportunity for obtaining first hand information, should be an authority on this highly important subject.

It is frequently said that the world's business is transacted on credit. It should be added that business failures the world over are more often due to *too much credit* than to any other cause. "Credit to whom credit is due" has a strictly business significance as well as a merely ethical one and in no business or profession is there a greater necessity for applying this motto to every transaction than in those of advertising and job printing. Advertising is of absolutely no value to any person or firm than the person or firm for whom it is intended. The value of job printing to any other than the original customer is likewise nil, with the modification that a little may sometimes be realized by its sale as waste paper or from the use of scrap obtained from "off-cuts." The modification only applies when the work remains undelivered or when its return can be secured. If, as in most cases, it has already been disposed of, the "security" is as negligible as in the case of advertising.

In the light of these facts it is surprising that more newspapers and job printers do not place greater importance on the extension of credit to both new and old customers. At a time like the present especially the greatest caution should be observed and no new accounts opened except where the security is unquestioned. Old accounts also should be scrutinized with extreme care and unusual requests for extensions at once investigated. Many "bad debts" are due to taking it for granted that an account is good merely because payments have been made regularly in the past.

It is a good plan to insist upon monthly settlements of all accounts, either by payment in cash or definite arrangements for extensions. This should be applied to small accounts as well as large ones. A small leak will sink a big ship. Small debts are generally collectable but it often actually costs more to get them than the amount of them. Therefore, part cash with order, balance on delivery, should be the inflexible rule with doubtfuls. When in doubt whether or not to give credit—*don't*. Remember that advertising and job printing give no opportunity for security.

Paying current accounts monthly is of as much importance as collecting them. Paper and ink bills should be promptly settled. Paper and ink and like supplies are the printer's stock in trade. They are merchandise intended for resale to the consumer and the printer has no right to sell them, collect the money, and then ask for extended credit. To make prompt settlements gives a printer a much more favorable standing in the trade and is directly profitable also because of the cash discounts secured and interest charges avoided.

Bad debts are one of the serious evils of the printing and publishing business. How do *you* rank as a good business man in this particular?

Advertise Canada

IT HAS been estimated that wealthy residents of the United States have been spending some $400,000,000 in Europe annually. It is plain to be seen that this year the door of Europe is practically barred to them—or at any rate they would not want to go if permission were freely granted.

What is to hinder Canada from getting a big share of that $400,000,000? Many United States papers and the railroads have of late years been running the slogan "See America First" and as Canada is a part of America, and as we can present to our neighbors some of the finest scenery and fishing lakes in the world, why shouldn't we get many more thousands of tourists from the United States than in former years?

Here is an opportunity for our Federal Government to conduct a strong advertising campaign that would be certain to get results beneficial to practically every Canadian. Four hundred millions is a lot of money and so is half or a quarter of that amount. Canada has many ideal districts for pleasing the tourists. There is no finer scenery to be found anywhere than in British Columbia with its mountains. The Maritime provinces on the other side of the continent are rich in natural beauty; Quebec and Ontario present unparalleled fishing and hunting possibilities and the undulating prairies of the West—the granary of the Empire—with their mile upon mile of golden grain constitute a sight never to be forgotten.

Another inducement of a special nature is that this is "Peace Year," celebrating 100 years of peace between the two sister nations of the North American Continent. In view of this fact is it not likely that many of our American cousins would be inspired to come to Canada by the thought that they might visit some of the historic battle-grounds of 100 years ago? Special preparations could be made for

their reception at these interesting points. There will also be peace celebrations and in the fall the Canadian National Exhibition will be open for business and pleasure as usual. But in the midst of peace there are the signs of war. Visitors from across the border would be interested in the preparations being made by the Overseas Expeditionary Forces that will be in evidence at various points throughout the Dominion. To visit camps and armouries where soldiers are in training for real war is not so common a sight in these days of peace as to be lacking in novelty and interest. Thus there is an abundant variety of interest and value to be offered American tourists, pleasure-seekers and health-seekers, in this rich Dominion.

Efforts have already been put forth, with some success and prospects of still further success, to secure American railroad advertising in Canadian papers to induce Canadians to visit the two California expositions being held this year. Why not follow this up by advertising through the proper mediums to American citizens to induce them to spend their vacations in Canada this year, pointing out the possibilities of a leisurely tour of the Dominion from east to west, then going by boat or rail to California, if so desired. To be sure this would not produce immediate advertising in Canadian newspapers, because obviously such advertising would require to be placed in United States publications, but eventually the effects would be most beneficial to all Canadian business, newspapers included. At any rate a special campaign along the lines suggested is well worthy the serious consideration of the Federal Government. It is noteworthy that the Department of the Interior, under whose direction comes the Dominion national parks system, has already issued highly attractive booklets which would assist materially as follow-ups for newspaper advertising.

The Tax on Postage

SOME manufacturers and others, according to the daily press, have stated that if the war tax of one cent applies to circular matter as well as to letters and postal cards they will send their printing orders across the line and have the mailing done from there to the individual Canadian addresses on their list. By doing this they would avoid having to decorate their mail matter with war stamps, costing one cent each. In addition, if the plan were to accomplish its end, they must also avoid paying the duty on printed matter, which has now been increased by adding 7½ per cent. *ad valorem,* to the original rate of fifteen cents per pound. Incidentally Canadian printers would lose a considerable sum if the plan were successful and became at all general.

There is nothing new about this scheme. It has been tried in the past and sometimes been successful, the perpetrators avoiding the old tariff of fifteen cents per pound. It is not always easy for the customs authorities to detect this kind of fraud when matter is mailed in small quantities at different times and addressed to different post offices scattered throughout the land. However, they have showed a disposition to put a stop to the practice and have sometimes taken action when individual cases have been brought to their attention. This suggests that job printers should keep a sharp lookout for matter mailed in the United States in the hope of escaping both duty and war tax. This matter was mentioned a short time ago in an editorial in PRINTER AND PUBLISHER. It was important then and is doubly so now because the temptation to try out the plan is much greater.

Up to the time of going to press no definite information could be obtained from Ottawa as to the extent of the war tax on mail matter. The resolution stated that it would apply to "letters and post cards," which makes it reasonably certain that printed matter not coming under this head will not be affected. At the same time circular matter such as that commonly mailed in unsealed envelopes, or sent as mailing cards, or folded and clipped or fastened in some other matter and sent without envelopes, is generally regarded as letters, inasmuch as every piece of such matter represents a communication and is therefore not in exactly the same class as booklets and catalogues. If these deductions are correct the difficulty of inducing firms to continue their direct-by-mail advertising is a very real one. The first step is to see that no one is permitted to evade the law by mailing matter in the United States and the next that they continue their advertising in the regular way.

An excellent suggestion for those who insist upon economizing in the matter of postage will be to use more blotters, folders and other envelope "stuffers" to use up the fractional postage they are constantly paying for, but never using. It is a rule with all progressive mail-order concerns that no letter be posted that is not full weight. Order forms, return envelopes and circulars of every description are always to be found enclosed with letters from firms whose dividends depend upon their ability to use the mails to the fullest advantage. This is a point that printers should emphasize at any time and much more now that some advertisers will desire to curtail postage and war-stamp expenditures. Now that every sealed letter going out-of-town will cost three cents instead of two how important that every letter should carry three cents' worth of mail, and not merely one, or one and a half, or two cents worth. If a man had a due bill for 75 cents in trade would he accept 50 cents' worth of goods? No, indeed, nor would the merchant expect him too. He would perhaps say, "And what shall I give you for the other 25 cents?" And yet wide-awake, progressive business firms literally throw away hundreds and thousands of dollars annually by not utilizing the full carrying capacity of their postage. If a man undertook to reserve an entire freight car would he ship it only half loaded? Not likely, yet that is what many firms do every day when using the postal service. The average weight of an envelope and a sheet of letter paper is less than half an ounce. The minimum weight recognized by the post office is one ounce. Unless some form of enclosure is used with every letter one-half of the postal service is going to waste. In future, it will mean a dead loss of 1½ cents on every letter. There is a chance here for live business concerns to turn this waste postage into a live asset. It is a "by-product" that should not be discarded as something of no value.

Increase in Metal Prices

THE PLACING of 7½ per cent. duty on tin and antimony, which formerly came in free, has caused a rise in metal prices of from one-half to one cent. per pound. It is said that a further increase is probable as the present advance does not make full allowance for the prevailing high prices of these metals, which have risen tremendously since war began.

Farmers Have Full Pockets

THE admitted prosperity that exists in agricultural communities, despite depression in some of our cities, emphasizes the importance of advertisers using the weeklies and small dailies that reach the farmers, more than usual. Not only should local merchants be aroused to getting after country trade but a big field of general advertising is open to the rural press. Will the town weeklies and small city dailies seize the opportunity?

Eight Year Old Western Daily in Fine Quarters

Calgary News-Telegram Has Three Storey and Basement Building—$26,000 Spent in Remodelling—G. M. Thompson, Managing Editor

THE HANDSOME building shown on this page is the new home of the Calgary *News-Telegram*. It is a splendid tribute to western enterprise, and a visitor to the new home of the paper would find it difficult to realize that the date of the very first issue was March 28, 1908, less than eight years ago. Yet such is the case and to-day the *News-Telegram* has grown to such proportions that it is regarded as one of the best newspaper properties in Western Canada. Certain it is also that it possesses one of the finest, exclusive newspaper buildings in the great west. Although the new home of the *News-Telegram* is not "new" in the sense that it was specially erected from the ground up by the proprietors of the paper, it was, nevertheless, so completely remodelled to suit every requirement of newspaper publishing and job printing as to entitle it to be classed among the "new" buildings erected during last year. The cost of remodelling was $26,000 and the work was done under the personal direction of G. M. Thompson, managing-editor of the newspaper since June, 1912.



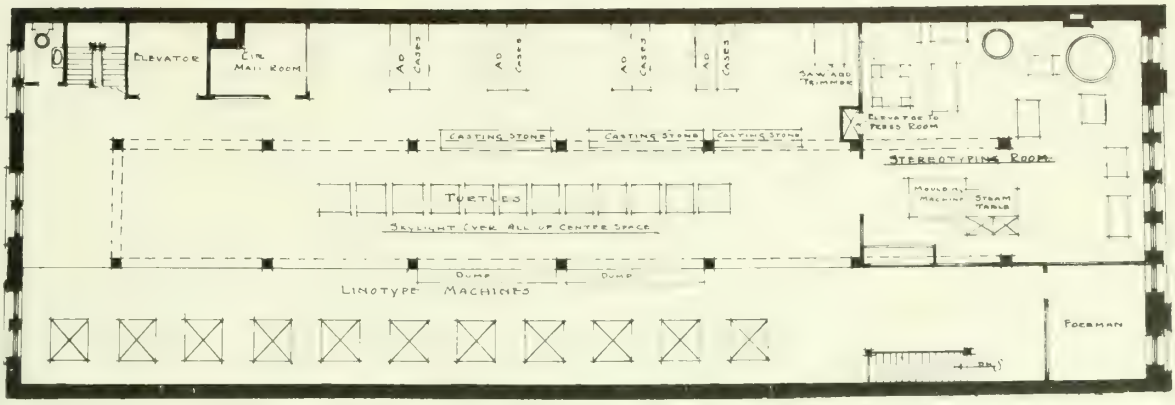
NEW BUILDING OF CALGARY NEWS-TELEGRAM.
One of the finest exclusive newspaper buildings in Western Canada. The unusually striking front is useful as well as beautiful.

The building consists of three storeys and basement and is constructed of red brick, with pillars and trimmings of concrete. The location is on Eighth avenue west, the street frontage being forty feet and the depth 120 feet. Thus it will be seen each floor has an area of 4,800 square feet, a total for the four floors of 19,200 square feet.

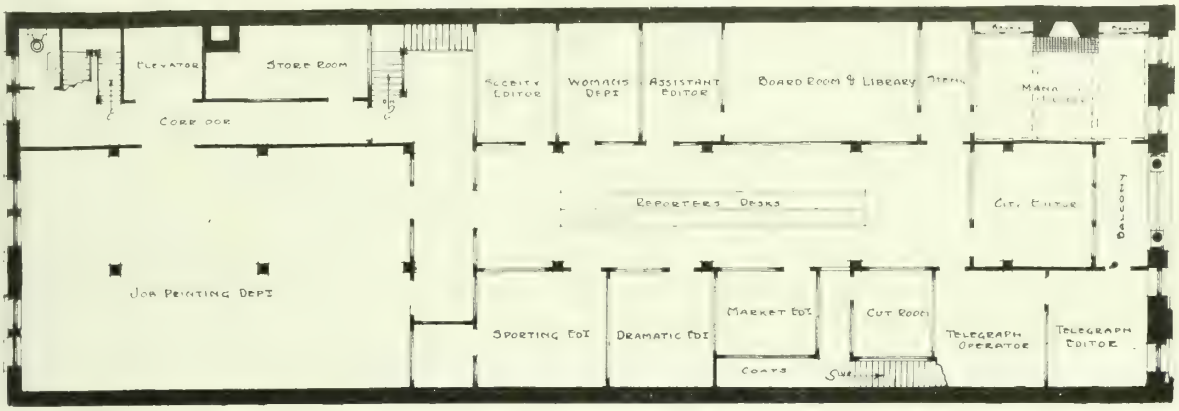
As will be noted by reference to the illustration the front of the building is unusually striking but it should not be overlooked that it is constructed also with a view to its usefulness. The huge bevelled window, even with the street level, is a splendid advertisement, and also provides space for the display of bulletins. The gallery in the centre of the second floor is another excellent feature. It is used for announcing special news through a megaphone or for the stationing of a lantern when a screen is used on the building across the road.

Entering the building one is favorably impressed with the mosaic tiled floor in the corridor and "public space" and the rich hardwood trimmings throughout the business offices. It will be noted on the sketch of the first or ground floor, which is shown with the others on the opposite page, that this floor is devoted principally to the executive, circulation and accounting departments of the paper. The private office of the business manager is centrally located and readily accessible to all departments. The entire office is so laid out that not only can all the departments work together advantageously but every individual department is within easy reach of the public counter when called on.

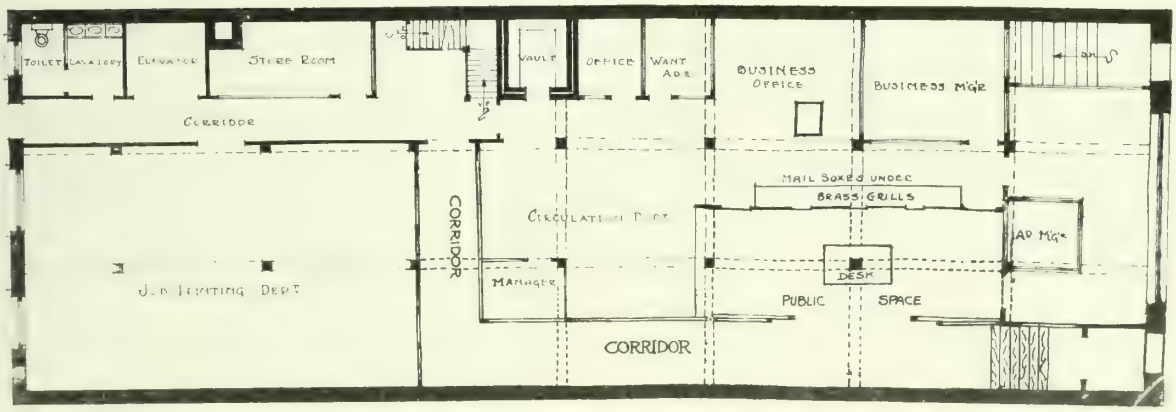
On the second floor is the private office of the managing editor, the general editorial and reportorial rooms, as shown in the sketch of this floor. Each department editor is provided with a private office and all facilities for handling work expeditiously. Two other features of the editorial department of the *News-Telegram* are worthy of special mention. One is the cut room, where all editorial cuts are kept, properly filed in cabinets and indexed. A proof of



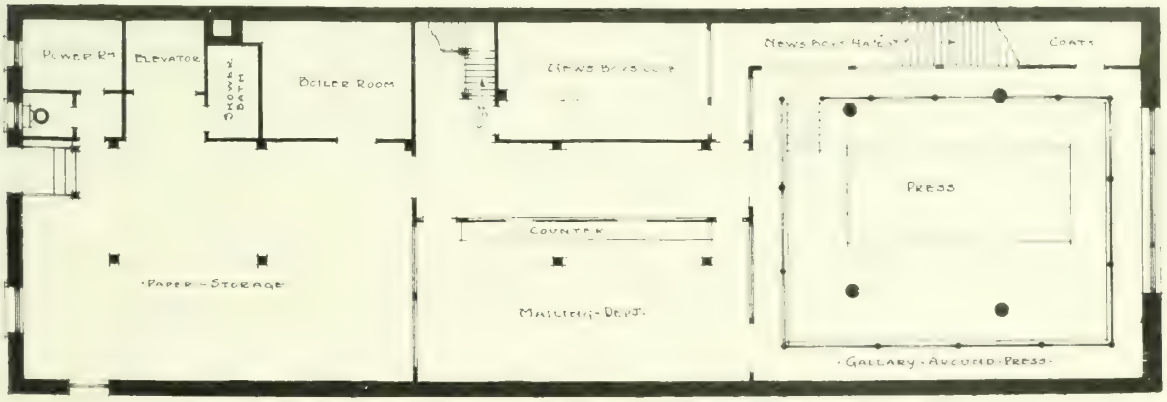
"In the centre is a large skylight." Third Floor, Calgary News-Telegram.



"Each department editor has a private office." Second Floor, Calgary News-Telegram.



"Office departments all work together advantageously." Ground Floor, Calgary News-Telegram.



"The Newsboys' Club, an innovation."—Basement, Calgary News-Telegram.

J. E. Bunell, Architect.

each cut also accompanies the cut itself. The other special feature is the board room and library which are in charge of an experienced librarian and the library is fire-proof. The board room is not only available for meetings of the directors or staff of the paper but is offered to friends of the paper for the holding of society or board meetings. In such cases application is made to the librarian, who has charge of scheduling all meetings. All the leading Canadian, British and United States papers are kept on file in the Board Room. The office of the city editor is equipped with carrying devices connecting with the business office and also with the composing room.

COMPOSING ROOM LIGHT AND AIRY.

The third floor, which is in some respects the most desirable in the building, is devoted entirely to the composing and sterotyping departments of the paper. These departments have excellent light and ventilation, two essential features to securing efficiency. There are rows of windows at both front and back of the floor and in the centre is a large skylight space, which gives excellent light over the whole centre of the floor. The entire floor is finished in B.C. fir, with maple floors, and walls painted white enamel. The battery of linotype machines is ranged along one of the side walls, with the ad. cabinets on the opposite side. In the centre are the turtles for make-up of the pages, where the matter comes together from the hand and machine departments respectively. The stereotyping room is across the greater part of the front of the floor, being equipped with all the latest labor-saving and time-reducing features. An electric chute connects with the press room in the basement, by means of which plates are conveyed to and from each department with lightning-like rapidity.

GOSS SEXTUPLE PRESS.

In the commodious basement, which has a height of fifteen feet, is situated the 48 page, 8 column, Goss Sextuple newspaper press, with 3-color deck and special color paper attachment and folders. The machine has a capacity of 25,000 papers per hour. There is a gallery around the machine as shown in the sketch on the previous page. The basement has a concrete floor throughout and walls are of white tile.

The mailing department is immediately behind the press and the rear of the basement is given over to paper storage, power room, boiler room, etc. A track is used for conveying the mail bags to the shipping door as they are filled with the day's papers.

Something of an innovation has been introduced by the *News-Telegram* in a "Newsboys' Club." A fair sized room is reserved for the boys in the basement, where they can play games, hold meetings, etc., either on special occasions or when waiting for the paper to come out. Incidentally they are always on hand when needed. There is also a complete bath room, which is used by the newsboys as well as members of the regular staff of the paper when desired.

The job composing room is situated on the ground floor and the job press room on the floor above, as shown in the sketches. The entire department is thoroughly equipped with all modern equipment needed for turning out the usual line of work.

Individual motor equipment is a feature of the *News-Telegram* plant, every mechanical piece of equipment throughout the establishment being thus equipped.

THE MEN AT THE HEAD.

In June, 1912, the *News-Telegram* was acquired by the News-Telegram Publishing Co., Limited, headed by G. M. Thompson as managing editor, with C. E. Tryon as business manager. These two gentlemen are widely experienced newspapermen and were previously associated in the founding and publishing of Saskatoon *Capital*, now Saskatoon *Star*. Mr. Thompson has worked his way up step by step from the position of "devil" on the Port Hope *Times*, to his present rank as "chief" of one of Western Canada's important dailies. Mr. Tryon is also an easterner, having commenced his printing experience in the office of Almonte *Gazette*, where he rose to the position of manager. "Charley" Hayden is news editor of the paper. He too is an easterner, having been with Ottawa *Journal*, *Citizen* and Montreal *Herald*. In a sense, however, all three men are "westerners" for as time counts in the new west land all have been engaged in newspaper work in that part of the Dominion for considerable periods.

EARLY HISTORY OF THE PAPER.

When the Calgary *News-Telegram* commenced under its original name of the *Daily News*, it was edited and in large part owned by the late D. McGillicuddy. In November, 1910, the paper was acquired by Jess Dorman and others, and the name was changed from *News* to *News-Telegram*. In June, 1912, the present owners secured control and under their management there appears to be a long stretch of useful service in sight for the still youthful *News-Telegram* of Calgary.

New Home for Roland, Man., News

A NEW HOME was erected last year for the *News*, Roland, Man., at an approximate cost of $2,000. It is of frame construction, with concrete floor in the pressroom. It has a frontage of 25 feet on the main street. The paper is owned by Inglis & Michie, but is rented for the present by Leslie Bennett, the proprietors having gone to the front with the 79th Cameron Highlanders from Winnipeg. Messrs. Inglis and Michie were among the first to enlist when war broke out. They are both Scotsmen and hail from Peebles, Scotland. Mr. Bennett joined the staff of the *News* about three years ago under Mr. Tyndale, who owned the paper prior to Inglis & Michie. Stanley & Duncan founded the paper in 1897. It was later transferred to Manning & Duncan, then to Mr. Manning, now editor of the Reston *Recorder*. The next owners were Duncan & Tyndale, and later Mr. Tyndale became sole owner and afterwards sold to the present proprietors in August, 1913.

Holiness Movement Book and Publishing House

IN AUGUST last the Holiness Movement Book and Publishing House, which is owned by the Holiness Movement Church and located at Ottawa, removed from their premises at 480 Bank street to their own new building at 43-45 Flora street. The building is one storey and basement, size 35 x 66 feet. On one side of the front is the book room and on the other the office of the manager, G. A. Christie. Among the equipment are a linotype, Stonemetz cylinder, large Golding jobber, cutting machine, stitcher, etc.

Keep Smiling

"Though days be dark and trade be tough, it's always well to make a bluff, to face the world with cheerful eye, as though the goose were hanging high. No merchant ever made a friend by dire complaining without end. And people never seek a store to hear a grouchy merchant roar; they'll patronize the wiser gent who doesn't air his discontent.

—*Walt Mason.*

Simmons Printing Co. Succeeds Capital Press, Ottawa

AN IMPORTANT change in the Ottawa printing field occurred December 1 when the job printing business of the Capital Press Limited, which was formerly conducted in conjunction with the Ottawa *Free Press*, was purchased outright by James Simmons, who will operate the business in future under the style name Simmons Printing Company. About the middle of January the plant was moved to the concrete and steel building at 379-383 Queen street, near Bay St. Here the new firm has secured splendid premises, occupying the entire upper flat, as indicated by the illustration on this page. There are 6,800 square feet of floor space on the one floor, lighted on three sides, and Mr. Simmons has thus been enabled to arrange the offices and departments of the plant to excellent advantage. The thought that has been kept in mind throughout in planning the layout of the plant has been the elimination of "lost motion" by the doing away of all back-tracking. In other words the idea has been to have all the work proceed naturally from one department to another, finally reaching the shipping tables, without having gone over the same ground twice. In the respective departments also every machine and piece of equipment has been so placed as to produce the maximum of efficiency in the operation of the plant. Mr. Simmons has the laudable ambition to have his firm known as "quality printers" and "cost system cranks."



Upper Floor occupied by Simmons Printing Co., Ottawa, formerly Capital Press, Limited.

In the matter of equipment some of the chief items are latest model monotype combination plant, York quadruple composing stands, Miehle with Cross Dexter automatic feeder, Optimus, Campbell, Colts, Chandler & Price Gordons, Seybold cutters, Rosback stitchers,rotary perforators, Tatum punch, Brown folder, ruling machine, etc.

Mr. Simmons went to Ottawa from Toronto in July, 1910, as salesman for the Capital Press, Limited. In October, 1911, he became manager and now is owner of the entire business.

Wingham Times Enlarges Premises

AN ADDITION 40 x 66 feet in dimensions and 2-storeys in height has been made to what is known as the Stone Block, which is owned by H. B. Elliott, proprietor of the *Times*, Wingham, Ontario. This addition gives the Wingham *Times* 380 additional square feet of floor space. The Stone Block is one of the principal business blocks in Wingham and was purchased by Mr. Elliott about 6 years ago. It is 2-storeys in height with basement. The addition, which was completed last November, is constructed of concrete and brick, while the main building is, of course, of stone. The floor space now occupied by the *Times* is 22 ft. frontage on Josephine street, by a depth of 100 ft. Mr. Elliott has shown considerable enterprise by installing a complete stock of stationery, picture post cards, magazines, etc., in addition to the printing and publishing end of the business. He finds that the two lines work in very well together.

Some of the important items of equipment are, Wharfdale press on which the newspaper is printed, a No. 2 and a No. 3 Gordon Press, stitching machine, Westman and Baker cutter. Electric lights are installed in the office and a two horsepower motor furnishes the power for the three presses. The cost of the building, which comprises three floors, was approximately $10,000.

The *Times* was established in 1872 by Robert Matheson, now of Chicago. Mr. Matheson owned the Clinton *New Era* at the same time and employed an editor to conduct his Wingham property. From 1872 to 1888 there were sixteen different editors. In 1888 R. Elliott, father of the present proprietor, who now occupies the position of High Treasurer of the Canadian Order of Foresters, purchased the business from Mr. Matheson and conducted it until January, 1896, when it passed into the hands of S. G. Brown for about a year and a half. It was then purchased by H. B. Elliott, the present owner. It is interesting to note that Mr. Elliott learned his trade in the *Times* office and worked his way up from printer's devil to foreman and from that position to proprietor. He has been connected with the *Times* business from January, 1888, until the present time, and to his efforts are largely due the splendid position which the *Times* now occupies in the Ontario country newspaper field.

Sixteen Standing Presses in Warwick Bros.' Bindery

IN THE article referring to Warwick Bros. and Rutter, Ltd., which appeared in our last issue, it was incorrectly stated that there were six standing presses in the bindery department. This should have read sixteen, which number is, of course, in keeping with the extensive equipment in other items to be found in the Warwick Bros. and Rutter plant. The entire sixteen standing presses were manufactured by Westman and Baker of Toronto.

Three District Press Meetings During February

Gatherings at Barrie, Brantford and Brampton—Problem of Getting More Local and Foreign Advertising — Other Meetings in March — Dates Not Yet Fixed

THE SERIES of district press meetings covering older Ontario was continued during the past month with meetings at Barrie, February 4, Brantford, February 5, and Brampton, February 6. These three meetings constituted the second group in the series. The third and concluding group will probably be held in March, serving Eastern Ontario. Up to the time of going to press arrangements were still incomplete so no detailed particulars can be given in this issue regarding the concluding group.

NEW ASSOCIATION FORMED.

One of the achievements of the second group was the organization of a new district press association comprising the printers and publishers of Halton, Peel and Dufferin counties. The organization was formed at the Brampton meeting and the following officers were elected: President, Elgin Harris, Burlington *Gazette*; Vice-President, F. N. Leavens, Bolton *Enterprise*; Secretary-Treasurer, T. F. E. Clarridge, Shelburne *Economist*.

TRIUMPHS OF LOCAL ORGANIZATION.

E. Roy Sayles, Port Elgin *Times*, Chairman of the Weekly Section of the C.P.A., spoke on the subject of "Local Organization—The Need for It and Some of Its Results."

One of the strong points brought out by Mr. Sayles was that great good could be accomplished in the matter of organizing into district press associations by individual effort. By co-operating with others in the same county or district competition could be practically eliminated, which Mr. Sayles looked upon as a desirable achievement in country districts. At the same time the speaker made it clear that he did not believe any organization could attain permanent success if formed with a view to enhancing prices.

Among the results achieved by organization in Bruce county Mr. Sayles instanced the reform that had been brought about in the matter of clubbing. Instead of handling clubbing orders at a loss the publishers of Bruce county now make a real profit on every order. They do not encourage the business either, but look upon it as an evil that cannot be entirely eradicated at a single stroke. In former days the papers used to vie with each other in making startling offers set forth in large display space but now an advertisement of clubbing seldom appeared.

MAKES USE OF TRADE PAPERS.

Lorne A. Eedy, St. Mary's *Journal*, gave an excellent address, full of meat, on "How to Increase Local and Foreign Advertising."

Speaking of local advertising Mr. Eedy said, "One place we can look for help and find it is in the columns of good trade papers which conduct departments on retail advertising and are doing much to encourage the local merchants of Canada along advertising lines." Mr. Eedy mentioned particularly *Canadian Grocer*, from which he frequently clips advertisement suggestions and by showing them to local merchants sells the space for them. "Competition from outside dailies, the distribution of which have been facilitated by the rural routes," said Mr. Eedy, "makes it all the more necessary for local merchants to use regular space in their local papers. The dailies carry the message of the big stores six days a week; how important, therefore, that the local merchant should be represented in every issue of his local paper."

With regard to foreign advertising Mr. Eedy said good work could be done by individual newspapers emphasizing the particular advantages of their field and medium. "Keep in the limelight with the agencies and large general advertisers," was the advice of the speaker. His paper made it a rule to send sworn circulation statements to all recognized agencies every six months.

In addition to the individual effort the speaker said there was much more that could be done by co-operation and in this connection made particular reference to the campaign which it is now assured will be gone ahead with, the purpose of which is to place the rural weekly proposition clearly before the agencies and advertisers. It is encouraging to note that at all the meetings thus far held the plan of co-operation as presented by Mr. Eedy and the other speakers made so reasonable an appeal to those present that practically every one who had not already done so expressed their desire to join in the campaign.

A SUCCESSFUL WEEKLY AT $1.25.

W. E. Smallfield, Renfrew *Mercury*, Vice-President of Ontario and Quebec Division of the C.P.A., gave excellent practical advice on country publishing, in the light of his forty years experience.

One point that caused considerable discussion and was of great interest to many of those present was the story of how the subscription rate of the *Mercury* was raised to $1.25 and has been maintained at that price ever since, despite the preveiling rate of $1, which obtains generally throughout Ontario. Even the competition of the other local paper in Renfrew had not affected the *Mercury's* circulation adversely, despite the difference of 25 cents in the subscription prices. Mr. Smallfield attributed his success to publishing a strong local paper which rendered such valuable service to the community and covered its field so thoroughly that subscribers get full value for the service rendered.

ON CLEANING HOUSE

"I AM 'cleaning house' this month; we have pasted stickers over the type cases which are seldom used and if the sticker isn't broken by the use of the type during the month the old stuff will be dumped; we have junked 300 fonts of fancy, time-worn stuff that never paid for itself; we have burned hundreds of feet of wood furniture that has been warped and twisted since the old days when the printer thought lye and water was the most necessary part of his equipment; we have sent two of the jobbers to the second-hand man; one of the cylinders is in the hands of the machinist; and last but not least, twenty cases of body type have gone to the second-hand metal men, the cases and stands to the junk heap.—Extract from "A Printer's Letters to His Son," running in the *Printing Trade News*."

The Farmer as a Factor in Local Advertising

Agricultural Communities Benefited by War—Good Time to Buy—Co-operate With Merchants to Stir Up Trade—A Conference—Advertisement Suggestions

ONCE-UPON-A-TIME—as all good, old-fashioned stories commence—a certain man died. And in his will he told his six sons to dig in the vineyard they had inherited and they would find a treasure. They dug the field over and over but with no avail. They found no treasure. But when harvest time came, lo, the vineyard yielded six times the fruitage it had been wont to yield in previous years. Then the six sons rejoiced because they had found the treasure, and the more so because it was the kind of treasure that would continue to accumulate year after year.

The moral of this little fable is fairly obvious.

Publishers of weekly and small city daily newspapers who have an ambition to increase the volume of their local advertising will find that the key to success is aggressive and intelligent cultivation of their fields.

It is an indisputable fact that there is a great field of service and incidentally of profitable revenue which is merely awaiting cultivation by the small city and town papers throughout Canada.

COMPENSATIONS OF RURAL MAIL SYSTEM.

Take, for example, the matter of rural mail delivery routes. There were those who prophesied that when the rural mail routes came into general operation the country press would begin to wane. Indications now are that the reverse will be the case.

The big daily papers and some of the smaller ones have discontinued their weekly editions. Others are preparing to drop them in the near future. Those that are continuing are losing heavily in circulation. So that instead of having to compete with bulky "farm" weeklies selling at a lower price than most country weeklies can afford to meet, the rural routes are fast eliminating this kind of competition and the day may even be in sight when weekly publishers will be enabled to make a general raise in subscription rates to $1.50 a year. The big city dailies that are increasing their circulations on rural routes do not cover the local fields and the service they render is of a very different nature to that rendered by purely local papers. For this reason comparisons cannot fairly be made.

The rural routes can be made to help advertising also in the country papers. Merchants who previously did not think it worth while using space in their local papers are now becoming aroused by the daily appearance of the advertisements of big city stores in the daily papers that come into their districts in large numbers. Parcel post makes the securing of goods from the cities more convenient than ever before and aggressiveness and ingenuity on the part of small town merchants are the chief factors in holding local trade. Advertising in their local papers has become an undeniable necessity to their business existence.

THE VALUE OF CO-OPERATION.

The methods which the big city merchants use in their advertising to make their propositions appear most attractive to rural buyers are frequently suggested by enterprising and studious advertising men on the big city papers. Herein lies an important lesson for the small city daily and weekly publisher. Not that they should necessarily imitate the identical methods of their city brethern, but that they should learn from them the value of co-operation with their clients—the local merchants who are or should be regular advertisers. Every local publisher should be an advertising authority in his own community. He should be a centre of information and inspiration on all points pertaining thereto.

POINTS TO REMEMBER

- The farmer is king.
- Patriotism, production (and profits).
- Canada—a land flowing with wheat and money.
- Intensive cultivation of the local advertising field.
- Brantford Dollar-Day merchants had best day in history.
- Paris Dollar-Day sales exceeded last year by thirty per cent.
- Co-operation between newspapers and merchants of greatest value.
- Sell copy—not merely "white space."
- The time to launch a "Buy-at-Home" campaign.
- War taxes strike at mail-order business.
- Rural routes and parcel post reasons for local advertising.
- Call a conference of local merchants and present plans.
- Separate the farmer from the idea that he must bank his money.
- Savings deposits in Canadian banks are larger than ever before—$665,000,000 on December 31, 1914, as compared with $626,000,000 on December 31, 1913, and $625,000,000 on December 31, 1912.

HOW IT WORKED OUT IN BRANTFORD.

What can be accomplished along these lines is well illustrated by the recent experience of Brantford *Expositor* in conducting Dollar Day for the retailers of Brantford for the third successive year. January 28 was the date set and on that day 102 merchants co-operated in the scheme and one and all were highly pleased with the outcome. The dollar unit was accentuated and instead of cotton, for example, being reduced from 12½ cents a yard to 10 cents it was reduced to "10 yards for $1." The same principle operated throughout, thus greatly increasing the total volume of sales. One merchant had a turnover of $4,000. Several set a high water mark for a single day's business. Many of the best customers came in from the rich agricultural district surrounding the city. That the co-operation of the *Expositor* was appreciated is evidenced by the fact that a committee of merchants waited upon W. B. Preston, business manager of that paper, and presented him with an address and a gold wrist watch in token of their gratitude.

THE FARMER IS KING.

The experience of Brantford merchants with this year's Dollar Day is highly significant and suggests another point that cannot be too strongly emphasized by the provincial press of Canada at the present time. This is that there is

money to be had in rural districts if it gone after properly. The farmers are better off than ever before and are on the threshold of still greater prosperity. Not only wheat but all farm produce this year will bring record prices. The farmers and their families are in a position this year to purchase many things they would like to have but which they have denied themselves heretofore. It is true also that because of decreased demand in the big cities many articles needed on farms and in the farm home are being offered at unusually attractive prices. The whole scheme of things has so worked out that the present is a particularly opportune time for farmers to make purchases. The farmers have the money and they have no need to hoard it. The problem is largely one of inducing the proper mental attitude and much can be done in this direction by articles in the news columns that will convince the farmers that conditions are fundamentally sound and that prospects this year for his interests were never better.

Country Weeklies Give Good Results.

At a meeting of the American Advertisers Association, Arthur Brisbane said:

"Not the country publisher, but the business man is the chief sufferer from the fact that our merchants and manufacturers have not utilized the country newspapers' advertising columns as they should and can be utilized. Remember these facts: He who reads the little crossroads newspaper or the larger newspaper of the fair-sized town is a man who buys everything. He lives in a house and on land that he owns. He is interested in everything that the business men of the United States are doing. Through good advertising you can sell him everything, from the paint on the roof of his house to the cement in the floor of his cellar. Everything between the roof and the cellar, everything in the barn, and every tool in the field he buys and you may sell him. He is not like the dweller in the big city flat, who gets his water through a pipe, his light through a wire, his heat from the basement, and whose shopping consists in getting a ready-made suit of clothes and a ready-made dinner in a tin or paper box. The man who reads the country newspaper buys everything. He buys pumps, lamps, stoves, automobiles, clothing, dresses, books, paints, farm implements, furniture, carpets, oils. In this room are two hundred and fifty men and individuals. Some of them represent a dozen manufacturing enterprises and more. There isn't a man here who has anything to sell that he cannot sell to the reader of a country newspaper. And every man here could more profitably advertise in a country newspaper in proportion to its circulation than in any other publication on the earth. I emphasize the value of the country newspaper as an advertising medium for it has that value."

SERVICE RENDERED BY TRADE PAPERS.

Excellent co-operation to this end is being given by *Canadian Grocer, Hardware and Metal, Dry Goods Review,* and others of the MacLean Trade Newspapers, by drawing the attention of merchants in the small towns to the opportunity that awaits them for getting increased business from farmers. PRINTER AND PUBLISHER has made arrangements to reprint a number of these articles and send them to the weekly and small city daily publishers throughout Canada. One of the strong features of these articles is the need for more use of advertising space in the local papers.

SELLING ADVERTISING COPY.

Advertisement suggestions are published in almost every issue and these are frequently made use of by retail merchants who subscribe for these papers. This is right in line with the idea that PRINTER AND PUBLISHER has been emphasizing right along—that of selling actual copy instead of white space. Abundant evidence has come in to PRINTER AND PUBLISHER that these suggested advertisements have been the means of securing increased business from local merchants.

In this issue a number of suggested advertisements are given and it is hoped that publishers will make good use of them. Most of them have been written and laid out with the idea of appealing particularly to the farmer and incidentally striking a blow at the mail order trade. In this latter connection many papers are finding of great value the small flag cuts put out by PRINTER AND PUBLISHER, and which are shown in one of advertisements on the insert following. Over 300 of these little loyalty emblems are now in use and more are being sold right along. PRINTER AND PUBLISHER distributes them at low cost under a special arrangement. The price for any quantity is 15 cents each, postpaid, and cash must accompany every order.

WAR TAXES HELP LOCAL RETAILERS.

The special war tax that the Government has placed upon letters, money orders, postal notes and cheques, makes a "Buy-at-Home" Campaign particularly attractive at this time. Every order to a mail order concern will hereafter have to bear at least three cents more to send and it is only logical to argue that the mail order houses are going to add their extra cost in postage and shipping due to war taxes to the cost of the article.

A CONFERENCE OF MERCHANTS.

One of the chief factors that ought to be made use of in starting a "Buy-at-Home" Campaign is the calling together of the merchants for a conference on the best ways and means for promoting the idea. After all, the problems of each and every merchant are the same so far as holding trade at home is concerned, at any rate. At such a gathering, a friendly, get-together spirit can be engendered and the enthusiasm of the retailers aroused to the possibilities of concerted action. Such a meeting, properly guided by the local publisher, working along lines previously mapped out, cannot help but result in securing more advertising and usually with less canvassing. It is not too much to hope that the merchants will even be enthused sufficiently to canvass one another for advertising in a special campaign, for that is exactly what happened in St. Marys, as related by Lorne Eedy at one of the district press meetings recently held.

There isn't any doubt but there is plenty of opportunity to increase local advertising patronage if, like the six sons in the fable, a program of intensive cultivation is carried out. Perseverance and originality are the means whereby this increased business can be secured and they are also the means whereby local merchants can secure the fullest benefits from their advertising campaigns. Use these advertisement suggestions to interest local merchants and make your slogan for more business: "THE FARMER IS KING."

Have You a Modern Bath Room in Your Home? If Not, Why Not?

We can equip your farm, home and buildings with every city convenience. Heating, Lighting, Sewage Disposal System, Bath Room, Hot and Cold Water at the Tap, Pneumatic Water System and Efficient Fire Protection.

How to get full information

Call at our establishment and we will show you how or drop us a post card and we will call upon you at your convenience.

RAY BROWN & CO., Sanitary and Heating Engineers

Wide-awake plumbers and sanitary engineers are looking for business from the farmers and finding it. This advertisement will produce enquiries and also pave the way for personal calls.

Here is a hardware advertisement that appeals strongly to the economical farmer. Every article mentioned means savings in food costs—challenging the high cost of living, so to speak. The idea of "investing," not "spending," is well emphasized. Electros of the illustrations may be obtained from "Printer and Publisher" at 15 cents each, postpaid, cash with order.

Invest Your Money

in Quality Hardware—not seconds. When you buy from us you can rest assured you are getting highest quality goods. Every piece of Kitchenware we sell has our personal guarantee—and our guarantee means something to you. Below are four specials from the household goods department:



MARMALADE SEASON.

You can't make marmalade without a good kettle. Don't take chances on a second quality kettle. See our guaranteed line at prices from 35c to 90c ea.

TEA KETTLES

Solid copper, highly nickelled tea kettles made of heavy material, in sizes No. 8 or No. 9, for $1.75 each.





HOME-MADE BREAD

like mother used to make. With the 0000 Bread Mixer you can mix bread thoroughly in three minutes. A complete description is given in a circular we have for free distribution. Call in and get one. Mixers are made in two sizes, $2.50-$3.00 ea.



THE SALE OF

all kinds of food cutters is growing rapidly, and hundreds of housewives are daily recognizing the value of the modern food cutter. Living costs can be materially cut down by using the Block Chopper, with five plates, at $1.50.

Blinn's Hardware

Phone 100 **85 Main St.**

A Tasty Change for the Farmer's Table

Are you getting a little tired of pork? Wouldn't you like a change for awhile? If so, then call to see us on Saturday and let us show you our stock of Salt Herring. Several kegs just in of fine, plump, juicy fish—and a wholesome, nourishing food.

Look over this list of goods and prices:

Salt Herring—A food that makes a most tasty dinner and an agreeable change from the usual meat diet. Per keg, ..c.

Ciscoe Herring—Another delicious fish food that is just as palatable as the other. Easily kept during the cold weather. Three dozen for ..c.

Brown Sugar for Taffy—A favorite winter pastime of the long evenings is the making of taffy—one of the delights of the life of the robust country young folks. Brown sugar, per sack, $.....

Molasses—Treat the family to gingerbread — always appreciated by everyone and a healthy food. Good molasses is indispensable. Take home a tin or two of ..... Brand, only .... cents per tin.

Jelly Powder—A package makes a whole pint, and with whipped cream so plentiful in the country, there is no finer dessert. Per package, ...c.

Butter and Eggs Wanted

JOHN BROWN

75 John Street

Phone 54

A little editorial co-operation showing that fish possesses more nourishment per pound than meat might be in order with this grocery advertisement. As well as appealing to farmers, it would be particularly suitable during Lent.

Spring Opening



On Monday, March 15th, our shades will be raised and our door will be opened to the ladies of Galt and vicinity, to whom we extend a cordial invitation to come and inspect our fine exhibit of smart and attractive styles in Spring Millinery.

Misses Lynd and Sayles

The Popular Millinery Parlor

42 McGill Avenue Galt, Ontario

Easter Sunday is on April 5. Spring Millinery Openings will be in order the two weeks prior to Easter. Here is an excellent advertisement that should bring a good response. Electros of the illustration may be obtained from Printer and Publisher at 50c each, postpaid. Cash must accompany order.

A Hundred Million Tins of Canned Foods Consumed in Canada Every Year

WHY? Because they are recognized the country over to be sanitary, easily prepared, wholesome and nutritious foods—because the busy housewife finds them one of the best foods that can be placed on the table. Practically every household now consumes several cases of canned foods every season. Why not then buy them by the case? They are always handy and ready for any emergency and there is absolutely no waste—and you save money buying them that way. All are Canadian-made goods.

CANNED TOMATOES—Best brands only—a steaming hot plate makes a good meal in itself, and they are ever ready for luncheon and dinner. Per tin, ..c; per dozen, ..c; per case of 24 tins, ..c.

CANNED PEAS—We would recommend the finer grades of peas—they are smaller and more tender than the others, because they are picked when younger and sweeter. Ever try baking them in the center of a dish of mashed potatoes? Nothing nicer. Per tin, ..c; per dozen, ..c; per case, ..c.

CANNED CORN—This corn is just as tender and sweet as the day it was canned. A tasty vegetable with any kind of meat, and, like the others, can be prepared for the table in a few minutes. Per tin, ..c; per dozen, ..c; per case, ..c.

SALMON—The Sockeye is the best salmon packed in British Columbia—the color is bright and the flavor very fine. Salmon is packed in the most sanitary surroundings, and is one of the most nutritious foods available. Per tin, ..c; per dozen, ..c. Other grades are cheaper.

PORK AND BEANS—Here is a food that has gained a wide reputation for nutrition. Our brands are packed with the finest beans in tomato sauce and flavored with pork. A tin to suit any sized family. Per tin from ..c up to ..c; per dozen, ..c.

FRUITS IN TINS AND GLASS, AND MARMALADES—Is the home supply getting low? If so we can show you some splendid substitutes. Fruits of all kinds made by reputable manufacturers. Per tin from ..c to ..c, and in glass jars you can use again at from ..c to ..c. Marmalade ..c a pint jar.

CONDENSED MILK—Every housewife should have a supply of condensed milk in the cellar. There is no purer form, and it is always ready for household use and in case of emergency. Per tin from ..c to ..c.

DON'T FORGET TO ORDER YOUR CANNED FOODS BY THE CASE—
IT SAVES MONEY AND YOU HAVE THEM ALWAYS ON HAND.

87 Bradley St. **THOS. JEPSON** Phone 111

Spring is an excellent time to feature canned goods of all kinds. The housewives' winter supplies are nearly exhausted. Note the suggestion that they be ordered by the case. Another good idea for getting farmers' trade.

SPRING NEEDS ON THE FARM

This is the year farmers are looking forward to their biggest year's business. Now is the time to see that the little things are right and save loss and worry later. These few suggestions indicate the completeness of our stock. No need to order out of town. We save you money.



PHONE 17 **BROWN'S BIG HARDWARE STORE** WATSON



Pails for all Purposes

Milk pails, Sap pails, pails of granite, galvanized iron, wood, paper—we have them in all sizes and all materials, at prices ranging from ..c to ..c.



Strong Garden Rakes

Extra strong Garden Rakes—useful for cleaning up spring rubbish and for work in the garden later. Handles are best selected hardwood and strongly fastened to rake. In two widths, at ... and ...



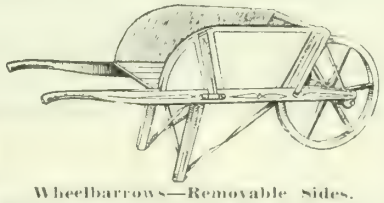
Winter is Nearly Over

and the steady coal fires will no longer be needed. You will need a good axe to split the summer's wood, as well as for odd jobs. Complete, ...



On the Job Early

is what counts in spring and summer. This reliable alarm clock will quickly pay for itself. It will call all the farm help on time every morning. Can be regulated to ring steady or "on and off." Price ...



Wheelbarrows—Removable Sides.

Strong, easy running, painted green ...



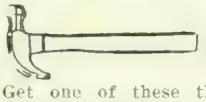
Don't Hunt for a Wrench

Have one on every implement where it might be needed. We have them for all purposes and in all widths and shapes. A little investment in this direction may save a big loss in time or breakage.



A Set of Chisels

42 only sets of chisels, each put up in neat wooden box; contains three of the most useful sizes of chisels, half-inch, three-quarter inch and one and a quarter inch; best quality, with leather-tipped, selected ivory handles, ...



Don't Putter With an Old Hammer

Get one of these thoroughly reliable claw hammers—the kind that serves every purpose. Best of steel and handles. A limited stock offered at .. each.

Manure Forks—Four or Five Tines

A broken fork means waste time and effort. Good manure forks will cause every man to do his best work. Ours are specially tested steel with polished handles. Their strength is remarkable. Four tines, ... ; five tines, ...

Illustrations always improve a hardware advertisement. This ad. will be seen and read by every farmer who takes the paper. Don't let the farmers' hardware trade slip away to the mail order houses. Electro of any illustration in this advertisement may be obtained from Printer and Publisher at 15 cents each, postpaid, cash with order.

Here is the advertisement of a bookseller and stationer who believes in newspaper advertising and uses it by the full page. His salesmen then follow it up by personal ca'ls. This advertisement is reproduced because it contains a number of seasonable suggestions that can be readily e nbodied in a smaller space if desired.

MADE-IN-CANADA Stationery and Office Supplies

VISIT US SATURDAY

and see a Stationery and Office Supply Store that uses MADE-IN-CANADA GOODS in every line possible. All goods advertised are made in Canada, and we invite comparison of them with anything similar made anywhere in the world.

SPECIALS FOR SATURDAY

INITIAL NOTE PAPER AND CORRESPONDENCE CARDS.
300 boxes. Regular 25c. Saturday, 19c each.

MODERN CLUTCH PENCILS.
The best automatic pencil made, with cap. Regular 25c, for 15c.

PATRIOTIC NOTE PAPER.
In pads, at 10c, 15c, 25c, 35c, and Correspondence Cards, 25c box with different styles of flags embossed

MOJAK BOX LETTER OR INVOICE FILE.
Made of wood. The handiest file for office or home, 25c each.

LENNOX LAWN PAPETERIES.
A fine box of paper and envelopes, linen finish. Regular 25c, 2 for 25c.

COPPERPLATE VISITING CARDS.
A script plate with your name and 100 cards on best stock. Regular $2.00, for $1.25
With your name, address and day and 100 cards, guaranteed the very best. Regular $2.50, for $1.75.

"Made In Canada—Bought In London"
—Is Our Motto!

A Dollar Spent in Made-in-Canada Goods in London Keeps the Wheels Turning

RED-E-FOLD NOTEPAPER TABLET

Red-E-Fold—[illegible] note paper in pad form came into use. All objection to cutting the pad pages, so much urged by ladies against the use of pads, entirely eliminated. It is a ready-folded sheet of note paper of which three sides can be used, each time a sheet is used. Made in two sizes and two qualities and Made in Canada.

COPP'S IRISH LINEN PADS

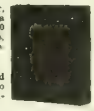
A high-grade light [illegible] Gentleman's Pad, of real merit, ruled or plain.
Two sizes—10c, 25c.

Swansdown Linen



A fine medium grade thin paper, keeps white and very easy to write on. Made in three sizes. Pads Note, Letter and Salisbury size, at 10c, 20c and 25c.
In pound packages (100 sheets), 25c
Envelopes to match 10c package. 3 for 25c.

SCOTCH PLAID



A dainty fancy linen paper, something different, and a real bargain. 20c quire, or 100 sheets for 50c. Envelopes, 20c package. In three sizes. Prices 15c and 20c.

CODE WILL FORMS.
The correct will form, and complete instructions how to make your own will correctly. Price 25c

London Vellum

An extra superfine kid finish paper, as good as manufactured by best American mills. Clear, clean, white and beautiful writing surface. A paper you are proud to send to your correspondents.
20c quire or pound (100 sheets), for 50c.
Envelopes 2 packages for 25c

FLAGS—British and Canadian:
All sizes. Lithographed on best of cotton. Little ones at 1c each, to largest sizes at 35c each.
All made in Canada.
Special prices on quantity for big decorations.

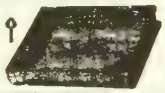
Canadian Almanac, 1915
The one book that contains all the information regarding anything in Canadian statistics. Cloth bound, $1.00.

VALENTINES From the Little Hearts to the Daintiest Hand-Painted Ones. New Catchy Words. Valentine Decorations and Party Supplies.

Trade *BADGER* Mark
—A Good Sign of a Good Line—

These loose leaf devices cover every loose leaf requirement, from the Best Ledger to the cheapest Memo Book. Every item has been tested. Each in the best, considering quality and price, and we offer each with the manufacturer's guarantee.

BADGER LEDGERS



From [illegible] Leather and Russia, Size 7½x10, with best and index at $12.50, to the Little Badger at $2.00 complete. Each in the best in its class. All rulings. All sizes. A ledger for every business. Special rulings, sheets to order.

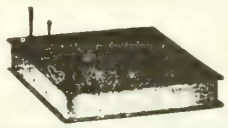
Badger Loose-Leaf Snapshot Album

All sizes. Cloth and leather bound. Expand to any thickness

Badger Memorandum and Price Books

Ring and Post Bindings. All sizes, all rulings, the finest Note Books, the best Order Book, the Real Ring Book of them all. Bound in real cowhide and red water grain leather

Badger Sectional Post-End Lock Binder



[illegible] Leather tops [illegible] Sectional Top Locks [illegible] Post Binders. All bound [illegible]

Sheet Holders

Aluminum, "Right Kind." Also canvas. The best spring, the strongest binding, the right price

LOOSE-LEAF CATALOGUE BINDING A SPECIALTY

"BADGERIZE YOUR OFFICE"

VISIT US SATURDAY

MADE IN CANADA — Macey — MADE IN CANADA

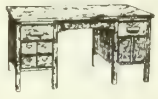
Inter-Inter Filing Cabinets

Inter-Inter Desks



WILL PUT YOUR OFFICE IN A STATE of EFFICIENCY IMPOSSIBLE WITH THE OLD STYLE EQUIPMENT





BE SURE AND SEE "MACEY" LINE BEFORE FITTING OUT YOUR OFFICE.

It makes no difference whether your office is large or small, we have the appliances to exactly meet your requirements, and do it in a manner that saves you time and work, besides giving that up-to-date appearance so desirable in a business office.

Special devices, suitable for physicians, dentists, insurance men, etc. We are sole agents in London for the Macey Line. Phone us and we will have a salesman call on you.

HAY'S STATIONERY 173 DUNDAS STREET
Opposite Dowler's Phone 150

Reproduction of a Full Page advertisement of Hay's, London, featuring Made-in-Canada goods.

The Advertisements on This Insert are Suggestive

They have been written with the thought of appealing to the largest number. Perhaps they will suit the needs of your community with very slight changes. But if they do not do not let the matter drop. Reading them over carefully should suggest other ideas that will suit your needs more exactly. Remember that the thought to be emphasized in agricultural communities this year is increasing the purchases of farmers and those who depend upon them directly. This policy will mean prosperity for the whole community. Stem the tide of trade going to mail order houses.

A Significant Despatch from Kandahar

THE following despatch is not from any seat of war but from a live little town in the good hard wheat belt of Western Canada:

> Kandahar, Feb. 11, 1915.
>
> Several farmers contemplate the erection of fine residences this spring and the building trade will be brisk.
>
> The price of wheat is making the farmers smile and an extra big acreage will be put in this spring.

Although the above items convey no news of battle, despite the warlike choice of the town's name, the news is, nevertheless, of the greatest significance to Canadian business men and the public generally. It indicates the actual conditions that prevail throughout the agricultural sections and the small towns of Western Canada. It also points to still further prosperity that will be experienced by the farmers during this year. The farmers of Kandahar can well afford to smile. So can the farmers of every other community, not only in the West, but in every part. The "extra big acreage" that will be planted this spring will yield such a crop of wheat and other farm produce as Canada has never before produced. Weather conditions have already been the most favorable, inasmuch as there has been a plentiful snowfall this winter in all parts of Canada, thus ensuring abundant moisture when spring opens up. The advertising campaign of the Dominion Department of Agriculture, that is now running in some 300 papers covering the whole of Canada, can be depended upon to awaken many farmers in both East and West to a sense of their opportunity and responsibility along the lines of increased production, both by sowing greater acreage and by more intensive crop cultivation.

The year 1915 is agricultural year and it is time those who have been mourning the demise of the real estate and other speculative booms awakened to a true comprehension of the situation. Instead of the real estate speculator and stock exploiter, who too often forgets to pay newspaper and printing accounts, the reliable, conservative farmer has come into his own and the prosperity that springs from agricultural sources is real, not visionary; permanent, not passing; tangible, not merely "on paper." This is the thought which should be emphasized in every issue of every newspaper throughout the land; not only that farmers who have not yet been stirred may be awakened but that the public generally should be aroused to a knowledge of the indisputable fact that fundamental conditions in Canada were never sounder than they are to-day and that pessimism and fear are groundless. This thought also should be impressed upon local merchants and coupled with it the argument that advertising should be maintained full steam ahead, not merely to reap cumulative benefits in the distant future, *but to cash in on the prosperity that is prevalent in every farming community right here and now.*

Newspapers would do exceedingly well to take special pains to secure such items as those which form the basis for this editorial. This can readily be done by enquiring actual conditions from farmers themselves and being on the lookout for every bit of news along this line. A good way is to get the co-operation of local merchants and as the farmers come in the merchants and clerks can get news from them which can be used at once or followed up. Why not a printed invitation in the stores, as well as in the newspaper itself, asking the farmers to drop in at the newspaper office and discuss conditions with the editor?

Dollar Day Again a Success

FROM REPORTS coming to PRINTER AND PUBLISHER almost daily it would appear that Dollar Day has been a sales feature again this year in even a larger number of towns and cities than in former years, and in every case in which definite information has been received the event has been a decided success from every point of view. Apparently Dollar Day possesses a cumulative value for the newspapers and merchants for it seems to become more popular year by year.

TWO NOTABLE EXAMPLES.

The experience of Brantford is noteworthy for two reasons. First, this was the third year that the day had been kept and it is therefore a fair case from which to judge the "wearing qualities" of the day. Second, business conditions in Brantford are somewhat depressed this year on account of the lessened activity of a number of the agricultural implement concerns located in that city. In view of these circumstances the results obtained in Brantford on January 28 of this year were certainly most complimentary to Dollar Day. One hundred and two merchants co-operated and with the exception of those dealing in positive luxuries one and all reported sales better than previous years and in some cases established a new high water mark for a single day's business. For example one retail merchant had the surprisingly large turnover of $4,000.

Perhaps the best indication of all was the high compliment paid W. B. Preston, business manager of the *Expositor*, in token of the good offices of himself and the *Expositor* in connection with the big selling event. A committee composed of prominent merchants waited on Mr. Preston and presented him with an address and a handsome gold wrist watch, suitably engraved.

PARIS 30 PER CENT. AHEAD OF LAST YEAR.

In Paris the results were equally satisfactory. C. W. Lawton, proprietor of the Paris *Review*, writes that "Dollar Day, held February 10, brought an extraordinary rush and merchants pronounce it 'the biggest day's business in years—the biggest many old-timers ever had—just like the day before Christmas. Sales this year as shown by coupons turned in exceeded last year by over 30 per cent."

These typical instances not only mean that Dollar Day is retaining and strengthening its hold on the buying public but it substantiates the principle that PRINTER AND PUBLISHER has taken in past issues and reiterates in this issue. This is that conditions in agricultural districts are fundamentally sound and business is to be had if properly gone after.

OTHER DOLLAR DAYS.

Woodstock *Sentinel-Review* conducted a Dollar Day for Woodstock merchants on Saturday, February 20. On February 11, 12 and 13 the *Sentinel-Review* managed a three-day selling event for Ingersoll merchants. Chatham Dollar Day was February 10. Dunnville celebrated the event on February 13. Red Deer, Alberta, selected February 20, Victoria, B.C., February 13, and Guelph, Ont., January 21. Gananoque held a "Merchants' Bargain Day," January 29.

Green pennants were a distinguishing feature of the co-operating stores in Paris and blue pennants served a similar purpose at Ingersoll. In both these cities also a merchants' treasure chest was a feature. The mysterious Mr. $ figured at Red Deer and also at Guelph.

Are You Getting the Printing of Your Town?

How Two Small Town Printers Landed a Catalogue Order – $6,500 Lost to Home Town and How it Could be Saved – Review of Fine Catalogue

"OH, YES, Mr. Coleman, we would like to turn out your catalogue first rate but we haven't the facilities so guess we'll have to pass it up and let it go to the Allround Printery at Toronto. Too bad to see so much work go out of town too, but can't be helped."

"Well, Mr. Hodge, I suppose you know your own business best, but I want to tell you frankly I've been pressing the job upon you simply because I believe you could handle it by adding a little to your plant and taking two or three more hands. However, if that's your decision, I'll do as you suggest and send the work out of town."

Thus was closed an incident that, in some phase or other, is not an unfamiliar one in the smaller cities and towns of Canada. A perfectly good job literally thrust upon the local printer or at any rate to be had for the asking allowed to go to the big city printers.

How different to another case that occurred in a town located in the next county to that in which the town is situated in which the first conversation took place. Two vital paragraphs of a conversation between the proprietor of one of the two combined newspaper and job offices and the president of a local clothing factory suffice to present the picture. The clothing factory, by the way, is a prominent one and the most important industry in the town in question.



Cover of a handsome 424 page catalogue produced in their own plant by Sentinel Review Job Department, Woodstock

WHAT CO-OPERATION DID.

"Good morning, Mr. Williams, I've run in to see you about your annual catalogue and price list. I've had a talk with my contemporary, Mr. Brown, and we are prepared to undertake the work and make delivery in six weeks, which you stated was the time limit you could give. It will mean adding some new equipment to both offices, considerable figure sorts for setting the tables, new heading type, and I've decided to put in a new cylinder press I've had my eye on for some time. We will, of course, get the necessary extra help at once. Now, as to the binding, which you mentioned particularly the other day, we've decided not to tackle it ourselves the first year, but what we've done is just this. We have taken up the proposition with the Daily *Argo*, over at Seton and they have satisfied us absolutely that they will handle the work promptly and satisfactorily. Perhaps next year we will have the facilities for the binding as well as the other work, but in the meantime we are in a position to turn out the bulk of the work right here in Buckley."

"Jenkins, I'm proud of you and Brown, you men have the right spirit and I know by the way you have gone into this proposition and the way you turn out smaller work for us that you'll not fall down on the catalogue. You did perfectly right in deciding to co-operate. So long as you can handle the work no outside man will get a look in at any of our orders for printing, either large or small. Loyalty begins at home and we will support Canadian trade by supporting Buckley trade."

$6,500 LOST TO HOME TOWN.

This second instance is a crystalization of the position that PRINTER AND PUBLISHER has been advocating for years. The local printer ought to be an authority on printing in his own locality and even if part or all of a job is beyond his facilities he should secure the order, supervise the work and farm it out to printers in the larger places. This plan will give him a standing in the community that he would not otherwise have and will ensure him getting every job he

can do, because outside canvassers will be practically eliminated. In nearly every town, no matter how small, there is one or more manufacturing establishments that have a deal of printing in the course of a year. PRINTER AND PUBLISHER heard of one such firm recently whose annual expenditure for printing is more than $9,000 and only $2,500 of that amount, approximately, is produced locally. A good deal of the balance could be done by the local printers—there are three—with their present plants or with slight additions. What, then is the objection? Simply, this. There are among the $6,500 odd worth of business two jobs that cannot be produced locally without very considerable plant additions. The result is, that a number of canvassers for city printers "make" the town regularly in an effort to land those two jobs and incidentally carry away quite a volume of smaller business that should go to the three local printers. What is the remedy? A little co-operation on the part of those three printers would quickly bring them to the decision that every bit of the work of the firm in question could be handled by the addition to their combined plants of a typesetting machine, another cylinder (they have one already), a punch and perforator and some smaller equipment. Supposing they were to make these additions they would in all probability get the business, for the present is an excellent time to talk loyalty to the home town, and they would also be in a position to go after some municipal and other work that is sent out of town at present. Does it not seem likely they would be well rewarded for their initiative and their investment?

A FINE CATALOGUE PRODUCED IN A SMALL CITY.

A striking example of what can be turned out in a small city has just come to hand from the *Sentinel-Review* office, Woodstock. This is Catalogue No. 15 of the Canada Furniture Manufacturers, Limited. It is an impressive volume of 424 pages, size 10 x 13 inches. Each copy is 1⅛ inches thick and weighs nearly six pounds. The cover, which is reproduced herewith, is very striking when seen embossed in the original colors of black and gold on a rich purple stock. The wording and the decoration around the crest, also the inner line of the shield, are in gold bronze. The interior of the large letters "C.F.M." is embossed in a corduroy design. The remainder of the cover design is embossed in black, appropriatedly blended with the purple stock. The book is bound with end leaves of the same material as the cover, with large design of the beaver trade mark printed in white. The interior of the book is printed throughout on highly-coated catalogue stock, 28x42, 125. The combination of good stock and good presswork has resulted in the numerous close-cut furniture illustrations which appear in the book showing up to excellent advantage. Each page is decorated with a handsome corner piece, bearing the letters "C.F.M." as a central feature and softened by ben day stippling. The typographic appearance of the whole work is beyond criticism, excellent taste and judgment being displayed throughout. A feature of the big catalogue is a four-color plate of the crossed flags of the Union Jack and Dominion Ensign with a background of maple leaves. The trade mark of the Canada Furniture Manufacturers, the letters "C.F.M." and also the words "Made in Canada Furniture" are embodied in the design. The whole scheme presents a beautiful work of art and constitutes a splendid frontispiece. The catalogue reflects great credit upon the *Sentinel-Review* Job Department, and shows what can be done in some of the smaller places where ability and the necessary equipment are brought together.

Results from Printing

By W. W. SOUTHAM.

President, Montreal Printers' Board of Trade.

GOOD, or rather the best results from printing can only be secured by very careful planning. The desired end is about the first thing that is clear to a buyer of printing. He wonders how that end can satisfactorily be attained. The very first thing I would advise such a man to do when he arrives at this stage is to consult the printer. The most alive and up-to-date printer to-day can give him most valuable assistance and advice. They can do more. They can write him copy, plan an efficient campaign, print whatever might be decided upon, such as a hanger, a booklet, a catalogue or anything else that is printable.

I really don't believe the best results can be attained by what I might call a one man proposition, and indeed it has been my experience that a conference as it were with all the heads of the different departments handling such work, is essential. The reason is that most always suggestions are made by one department that will very materially help first in the economic production of the work and secondly in the trade drawing power of the production. The man, therefore, who wants to attain something through printers' ink has simply to call his printer on the phone and the many departments from the planning, write up or copy, making of cuts to the finished job, are at his service. This is what is termed "complete service in printing."

MAKE THE PRINTER RESPONSIBLE.

I have been in the printing business during my whole business career, nineteen years. It does not take nineteen years long to pass by if you are kept busy, at the same time you can get a good many bumps and a vast amount of valuable experience in that number of years. With this experience, or rather I should say, after receiving this experience, I don't know that I could advise you better than to say don't divide the responsibilities when buying printing. Let your printer do the write-up, if necessary, let him plan the campaign with you, let him make any cuts that are necessary, let him buy the paper, do the printing and binding. In this you have one company responsible. There is no blaming the copy writer or the cut maker by the printer.

THE "SERVICE DESK."

We have in our office what we now call our service desk. All orders go in through this desk and all shipments go out the same way. You will understand that the packing cases are not brought in and nailed up on this mahogany desk but by a system of office and factory forms everything that comes into or goes out of our factory is reported on this desk and in consequence all calls as to inquiry for orders or shipments by the customers may be readily answered. This desk looks after all scheduled orders, follows them from one department to another and makes advice of shipment.

PREPARATION OF COPY.

There is only one other point that I wish to touch on, and that is, what the printer terms "bad copy." In doing the composition of a catalogue, booklet or any other reading matter, it is by far more economical and will cost the buyer a good deal less if his copy is delivered to the printer in good shape. A keyboard used to set up type in a printing office is very similar to a typewriter, although it covers a great many more characters than a typewriter does. The operation, however, is much the same; therefore if this keyboard operator has to stand on its head, get under the table and climb a ladder to make out what the copy is, it takes a good deal longer to do than if the copy is typewritten and in good shape.

*Extracts from address delivered by Mr. Southam before Rotary Club, Montreal, at London, Ont., January 26, 1915.

Agricultural Advertising Campaign Launched

Approximately $12,500 Distributed Among 300 Publications—200 Weekly Newspapers Used—Campaign a Test of Merit of Advertising

THREE HUNDRED papers, in round figures, have been included in the list of mediums now being used in the educational advertising campaign of the Canadian Department of Agriculture which is being conducted as a complement to the "Patriotism and Production Conferences." The advertisements will run once a week, bringing the campaign to a conclusion the week of which March 17 is the centre. The appropriation for the campaign is approximately $12,500. Of this amount the largest share will go to the strictly agricultural press. About 200 country weeklies will be used and also a number of daily papers known to have large circulation among farmers.

The campaign will be conducted as a complement of the personal work with the farmers through the "Patriotism and Production" conferences. The plan is to run the advertisements after as well as before and during the period covered by the conferences. In addition to the general campaign local newspapers will be used to advertise the conferences, about 385 in number, that will be held in various parts of the Dominion. This advertising will, in each case, be placed direct by the local representative of the Department of Agriculture.

MEDIUMS SELECTED ON BUSINESS BASIS.

The selection of the mediums for the general campaign was left entirely in the hands of McConnell & Ferguson, the advertising agents with whom the campaign was placed by the Department of Agriculture. Mr. McConnell stated to PRINTER AND PUBLISHER that the entire campaign, including the selection of the media, was dealt with on a strictly business basis exactly the same as if the campaign were in the interests of an industrial or commercial concern. Obviously all papers could not be used, and no doubt some good ones had been left off the list, but he believed newspapers should take a broader view of the proposition and support the principle which the campaign admitted—that of the use of newspaper advertising by the Dominion Government. Mr. McConnell expressed the hope that the campaign would demonstrate that newspaper advertising is good business for the Government as well as for private concerns and to do this it must not be allowed to degenerate to the scale of political patronage.

NATURE OF ADVERTISEMENTS.

The following is a list of the six advertisements in the series and a note about each indicating the nature of the copy:

1. "The Call of the Empire to the Farmers of Canada"—General advertisement, telling of the great need of the Empire and urging farmers to increase their yield of such staples as wheat, oats, corn, beans, peas, beef, mutton, bacon and ham, cheese and butter, poultry and eggs, potatoes, onions and turnips.

2. "Complete Now Your Plans for the Year's Work"—Emphasizes importance of using good seed and dealing only with reliable seedsmen.

3. "Fertilization and Thorough Cultivation Will Help the Empire"—Touches upon use of good seed and emphasizes thorough cultivation and fertilization. Urges use of commercial as well as natural fertilizers. Suggests use of "Made-in-Canada" fertilizers. Emphasizes importance of early draining of surface waters and running water furrows, thus creating opportunity for drainage tile advertising.

4. "Pin Your Faith to Live Stock"—Emphasizes the importance of increasing livestock.

5. "The Empires Needs Many Foods"—Emphasizes the idea of more bushels per acre rather than more acres under cultivation. Quotes average and possible yields of various fields, crop to indicate possibilities of more intensive cultivation.

6. Deals with vegetables, poultry and livestock. Emphasizes use of good seed, thorough cultivation and fertilization.

COUPON WILL INDICATE DEGREE OF SUCCESS.

The majority of the advertisements carry a coupon, making it easy for farmers to act upon the invitation of the department to send for literature. The wording of the coupon is varied according to the individual advertisements. For instance No. 2 advertisement mentioned above has a coupon reading, "Please send list of bulletins—'Potash in Agriculture,' 'Alkali Soils,' 'Preparing Land for Grain Crops,' 'Crop Rotation and Soil Cultivation.'" No. 3 advertisement coupon reads, "Please send me bulletin relating to seed." The extent to which these coupons are returned by newspaper readers will indicate the degree in which the campaign has succeeded.

SUBSIDIARY CAMPAIGNS.

The educational advertising campaign of the Department of Agriculture suggests numerous possibilities for subsidiary campaigns. This is especially true inasmuch as the emphasis in the department's advertisements is being placed on increased production per acre rather than the cultivation of more acres. Thorough cultivation, adequate drainage, and the use of good seed and fertilizer—commercial as well as natural—are urged as essentials to the attainment of the end in view. Thus the ground is being prepared for the advertising of seed merchants and manufacturers of drainage equipment, fertilizers, manure spreaders, etc. Each advertisement, when analyzed, is found to contain particular opportunities for individual advertisers. This is indicated by the synopsis of each which is given above. Already several subsidiary campaigns are under way and a number of others are in prospect.

The action of a department of the Government in using newspaper advertising in an educational campaign is of the utmost significance and the success of the present campaign has an important bearing on future campaigns of a similar nature.

Feature Advertising Successful

LONDON *Free Press* is making a success of a half-page of small display ads. on Fridays, under the heading, "Live Wire Provision Merchants." In the same connection it offers prizes of $2 and $1 and theatre tickets for the best menus submitted by women readers, only those materials to be used which are advertised on the provision page. Another fixture in the *Free Press* is a "London Hotel Directory" making up a three-column advertisement.

Extracts from Letters of Departed Journalists

Editor, PRINTER AND PUBLISHER:

Along in 1901 I sought an expression of opinion from various of the journalists of Canada with regard to Canadian papers, their aims and purposes, the evils and difficulties affecting them, and among the replies were two which I am sure would be of general interest to pressmen at this time, particularly in view of the fact that the eminent Canadians are at rest. The first is from John Cameron, the founder of the London *Advertiser*, and editor at the time of writing. Among other things he says:

"There is no doubt the aim of the journalist is, legitimately enough, to make a livelihood; but no one can escape responsibility for influence. As to the moral responsibility, there is the 'Hog theory of life,' namely to get one's snout as far and deeply into the swill as possible, but respectable journalists, who refuse thousands of dollars' worth of advertising every year, do not hold nor practice the 'Hog' theory. In passing, all advertising, especially 'reading matter,' should be clearly marked as such. No sailing under false colors.

"The functions of the press in a democratic country are certainly different from those in an autocratic country, like Russia for example. There the helpless journalist is promptly clapped into jail for expressing opinions or publishing news not congenial to the government. A free country can be governed only by forces of freedom and intelligence. The newspaper, as the people's university, certainly brightens intelligence, partly by discussion, but equally as much by printing all the news. That journal best fulfils its true function in a democratic community, which gives fairly all the news of the day, and comments thereon with fairness and moderation.

"The art of editing is, among other things, the art of discriminating, as to the amount of space to be given to this or that. Teaching does not always need to be direct, as in an editorial, but may be often more powerful when done indirectly, by what goes into the newspaper, otherwise than editorially, or by what is left out.

"The tendency of papers is to be too large. Lack of condensation does not always arise from lack of industry; it sometimes arises from lack of time or lack of means to employ sufficient help."

The second letter is from the late Richard White, of the Montreal *Gazette*:

"Their aims and purposes are very much as it seems to me, the aims and purposes of other people engaged in business and professional life,—to make a decent living for the people connected with them, and in the doing of it so to conduct oneself as to do the greatest good to the community in which they are placed. In a general way I think that may be put down as the aim and purpose, and I think it finds as many fitting representatives in the Canadian newspapers as in that of any other country.

"The evils and difficulties affecting them are perhaps more difficult to describe. The great difficulty in Canada with regard to newspapers is the insufficient population and very widespread area of the country. Railroads and telegraph have led to the concentration of news in big centres, and it is almost impossible outside of larger cities for any newspaper to meet the requirements of its patrons upon the revenue it is possible to obtain locally. People compare the newspapers of smaller towns and cities with those of Toronto and Montreal with which they are expected to compete. The result is that outside the metropolitan newspaper, the Canadian newspaper is confined to its local circulation for local purposes, and its revenue corresponds to its circulation. The result is that it neither attracts nor can it afford to retain the class of men as editors and managers, nor can it afford as a news medium the expense of correspondence and transmission of news to make them really newspapers, and they become simply local gossipy sheets, having I suppose their uses, but nothing up to the standard of what people expect from them. You cannot get really able, eloquent men in any of the professional walks of life to remain in the smaller places, neither can you on the press. Then as to our cities—compared with the United States and England the field is so lamentably small that it is very difficult indeed to bring a newspaper up to anything like the standard that people thoughtlessly, outside the business, seem to think possible.

"I do not know what view you propose to take with regard to your discusison but I do know from an experience extending over nearly half a century, that the newspapers of Canada are quite as good, quite as honest and their managers quite as self-sacrificing, as those are in any other country or any other profession, and I believe on the whole that the Canadian newspaper, considering the field it has to supply, will compare favorably with the newspapers of any other country in the world."

J. G. ELLIOTT,
Chairman Daily Section, of C.P.A.

The Newspaper's Vision

THE NEWSPAPER that is merely the snapper-up of inconsiderate trifles has no excuse for being. It is a waste of the community's energy, and that of the editor.

The newspaper that stirs up dissension between individuals or classes, that causes disrespect for authority or religion, that wounds without purpose, that never plants a seed without desire of bruising thorn, that panders to personal prejudice, political preferment, or financial gain, not only has no excuse for being, but its editor stands everlastingly a debtor to society—to you and to me.

But the newspaper that strives without wearying to unify the community's interests, to promote true culture by broadening the horizon of its readers, to stimulate the good and repress the bad that so closely lies in the sons of men, to arouse a wholesome pride in those things which make men and women and children happier, in short, to make each line of brevier spell service before another purpose—Ah, herein lies the beginning but not the end of the true vision of the newspaper!—*The Kansas Editor.*

Did you tackle that trouble that came your way,
With a resolute heart and cheerful?
Or hide your face from the light of day,
With a craven soul and fearful?
Oh, a trouble's a ton, or a trouble's an ounce,
Or a trouble is what you make it;
And it isn't the fact that you're hurt that counts,
But only how did you take it?

—*The Business Philosopher.*

As Others See Us

HARBOR GRACE, NFLD., JAN, 18, 1915.

PRINTER AND PUBLISHER:

Enclosed please find Post Office Order paying for excellent PRINTER AND PUBLISHER to December, 1915. We peruse it almost from cover to cover, and think very highly of it. We thank you for your kind offer to help us in our work. With best wishes.

MUNN & OKE,
Per J. D. Munn.

Misspelled Word Contests

SUBSCRIBERS to Saskatoon *Daily Star* have been invited during recent weeks to search the advertisements of thirty-nine advertisers appearing on a special page in order to discover two misspelled words, these to be in addition to misspelled words containing any of the letters B, I, M, P. Prizes aggregating $39 in value are given those who are successful in finding the misspelled words, the prizes being in the form of $1 orders for merchandise on the co-operating advertisers, these being paid for by the


The Star Gives $39.00 In Merchandise Free Every Week--No Cost To You--Read!

Mis-spelled word contest ensures the reading of advertisements. 139 advertisers co-operated.

Star. The first prize-winner has the privilege of choosing twelve of the thirty-nine co-operating advertisers, and the other winners are allotted orders for goods on the remaining stores and business firms. The scheme has been successful in securing contracts from a number of hitherto non-advertisers and they are well pleased with the results they are getting from the advertising. The effect of the full page is shown herewith in reduced size.

A similar contest on a somewhat smaller scale was conducted with good success by Weyburn *Review*.

Exit the Ream

By John Dixon.

THERE are still a few of the old time uses or customs attached to the printing business, and among them, as one of the most useless and at the same time most expensive, is that of the measurement of paper in quantity by the ream. What is a ream? Originally it meant twenty quires of twenty-four sheets, or four hundred and eighty sheets. Today in referring to a ream we may mean anything from the ream of wrapping paper of four hundred and twenty sheets to the ream of English book paper of five hundred and sixteen sheets. Recently there has been an agitation among the makers of the highest grade ledgers and bonds to adopt the five-hundred sheet ream, with the result that practically all have adopted the five-hundred sheet ream.

In summing up the result of several years in making estimates and charging up completed work, the writer has been forced to the conclusion that it is time to carry the campaign still further, and agitate for the abolition entirely of the ream as a unit of quantity in the measurement of paper. There is no item of an estimate in which the printer is more liable to err than in the make of stock, and in the great majority of cases this error is in the matter of reducing thousands of sheets to reams, the number of thousands of sheets being taken as the number of reams. In our currency we have discarded the old system of pounds, shillings and pence and adopted the decimal system, so why try and patch up an old and useless measurement such as the ream; when, with not a great deal of trouble and inconvenience we could adopt the system of the thousand sheets and forever eliminate the cause of so many costly errors. We sell by the thousand, and we buy cardboards, envelopes, cut cords, ruled goods and the heavy cover stocks by the thousand sheets, even though they may be put up in fifty or one hundred sheet packages. Paper could still be put up in packages of five hundred or one thousand sheets, but instead of being known as sixteen or twenty-pound paper it would be referred to as thirty-two or forty pound stock, and this understood to be the weight of one thousand sheets. This would greatly simplify arriving at the value of odd quantities of stock and effect a considerable saving in the time and expense of making estimates.

Canada is young in the manufacture of paper, and yet we possess some of the brightest and most progressive men in this rapidly growing business. To these is commended a careful consideration of the above suggestion, with the hope that at the next meeting of their association the matter of the abolition of ream measurement will be given that attention which its importance warrants.

The subject is one of vital interest to the employing printer, and, while to a certain extent it may be revolutionary, nevertheless it is one that the printer, as the best customer of the papermaker, is deserving of. Let Canada lead the way.

Direct Advertising in Under-Weight Letters

THERE are many lessons that the ordinary business man can glean by following the methods used by large mail order houses in their endeavors to reach the maximum number of people with the most effective advertising and always at the minimum cost. One of the most noteworthy of these methods is the invariable rule that no letter be mailed that does not tip the scales as nearly as possible to the actual weight permitted by the postal authorities for that class of mail. Thus if a batch of letters are being mailed under two cent postage, each of them containing merely a single sheet letter, the remainder of the two ounces which constitute the maximum weight that will be carried for two cents is always made up by inserting booklets, circulars, order forms, return envelopes, etc. This is an excellent rule and the practice should be encouraged among all business men who use the mails to any extent. For instance, apply it to the retail merchant who operates a charge account system and consequently has a large number of statements to mail at the first of every month. There is no reason why he should not enclose with each bill a circular, hand bill, blotter, or some other item that will indicate that he desires a continuance of the customer's trade and at the same time advertise one or more definite articles. Printers should emphasize this idea of using up the "slack" postage to all their customers and the benefit will be mutual, for not only is the scheme a good one for the customer but it will result directly in increased printing orders.

An Ideal Composition Estimate Blank

The Machine Composition Club of Chicago has certainly taken a long step forward in uniting on the use of a Standard Estimate Blank, on which all members of the club will submit bids to buyers of linotype or monotype composition. Little need be said here in its favor; it speaks for itself. Note the small type under "Nature of Composition"—what possible chance for misunderstanding is there? Even the price is "approximate"; just what every estimate for all kinds of printing should be. And so on all down the sheet.

GENTLEMEN: We are pleased to submit the following estimate:

Name of job ----------

Number of pages ----------

Size of page (type face) ----------

Size of type ----------

Nature of composition ----------

We will not be responsible for oral instructions.
Copy will be followed by us unless written instructions to the contrary are given.
Cuts must accompany copy, assorted page for page. If this sorting has to be done by the printer an extra charge will be made for such work.
All cuts and plates requiring to be squared or mortised will be charged for on a time basis.
Proofs must be O. K.'d by you. We are not liable or responsible, financially or otherwise, for errors.
One set of galley proofs, one set of page proofs and one set of plate proofs will be furnished. Extra set of proofs will be charged for on time basis.
All copy shall be legible and properly prepared.
All changes of cuts of every nature whatsoever to be done by the electrotyper shall be done at your expense.
All changes from copy or proofs, transposing or shifting of cuts, all changes in the style of composition, or changes in the make up differing from written instructions or copy, shall be deemed author's corrections and charged for.
All orders accepted subject to delays by fire, accidents, strikes, lock-outs or other causes beyond our control.
Copy to be supplied in time to complete entire job within ..... days. If not finished within stated time work done will be billed on account and a special charge will be added for storage.

Remarks ----------

Price per thousand ems ----------
(Subject to Standard rules for Machine Composition)

Approximate price for complete composition ----------
(It is understood this price is based on our regular rates for composition and is given only as a guide to our customers in figuring their selling price. As copy and style are so often different from the data furnished, we do not feel justified in assuming the responsibility of adhering strictly to this approximate price.)

Metal per pound ----------
(Credit of full amount will be given upon return of metal. Madeup pages and 14 point to 36 point type must be returned to us in standing form (not pied) in order to receive full credit.)

Brass Rule per foot ----------
(Credit of full amount will be given upon return of brass rule in good condition.)

Price per page ---------- Price per page ----------
(Composition and makeup.) (Composition, makeup and foundry lockup.)

Total Price for complete job ----------

Alterations, per hour: Machine ---------- Hand ----------

Electrotype plates, patent base, each ---------- Mounted, each ----------

Terms of payment: ----------
No discount allowed.

Respectfully submitted,

Date ----------
All Estimates are Void thirty days from date.

Accepted ---------- RETAIN THIS COPY
Customer's signature to this estimate will constitute a contract.

Linotype Composition Estimate Blank.

The estimate sheet is made out in triplicate. The third copy remains with the composition firm; the original and duplicate are sent to the prospective customer, who retains the original and returns the duplicate signed. This forms a contract when so signed and delivered.

The blank is commended to the attention of all composition clubs everywhere as well as to all individuals who have installed machines for the expeditious handling of composition. Those who have installed machines simply to cheapen the price of composition would do well to give close study to this result of serious thought and long-delayed action on the part of men who know every possible detail of the business. This blank is issued by conservative men—men who have many hundreds of thousands of dollars at stake in this branch of the printing industry. These men know the cost of production and are unafraid to demand a fair price for their product.

The machine owners of America, whether they realize it or not, owe a big debt to these pioneers, who have within a few years lifted a struggling branch of the great printing industry into a profitable business—the tail of the industry of ten years ago into a head and leadership other branches would do well to follow.—*Printing Trade News.*

What Failure to Collect Means

Does the average printer ever stop to think that when he fails to collect for $10 of printing sold, he must get in, turn out and collect for another $50 of printing at 20 per cent. profit before he can break even? An efficient office will not place a new name on its books until that customer has shown that he is both a good financial and moral risk. Accounts in such an office will not be opened for small amounts. When there is any doubt as to the standing of the customer's credit cash will be collected before the order is entered, for the nature of a job of printing is such that it is of no value except to him for whom it is executed; wherefore, when finished, if the customer does not pay, the goods cannot be put back on the shelf and sold to another. All open acounts shall be due and payable on the 10th of the month following date of delivery, and not subject to any discount for cash. The printer, inasmuch as the chief cost of his product is in his plant and his payroll, has paid cash down for the job, and should expect his customer to do likewise.

In no case should any account be suffered to run above sixty days from the date of invoice. All accounts over sixty days should be immediately placed in the hands of the collection department and the customer should then be followed up as order was secured.—*Ben Franklin Pointer.*

Elegy in a Printshop

The time-clock tolls the knell of parting day.
The shop-hands rapidly wash up and leave.
The foreman blithely blows his homeward way;
The boss alone remains to stay and grieve.

Now fade the clattering presses on the ear
And all the air a dismal stillness holds,
Save where the boss, in trembling awe and fear,
Doth listen while a harsh supply man scolds.

The pay-cheques for the coming Saturday
Are neatly piled upon the boss's desk.
His wrinkles and the iron touch of gray
Do make him look indeed most picturesque.

Full many a year the weary man hath toiled
Endeavoring to force both ends to meet,
And all these years the merry pot hath boiled
Yet he can hardly get enough to eat.

Ah me! What of the busy printery?
A heavy mortgage rests on each machine!
What seems to be a money-mintery,
Forsooth, leads but to bankruptcy, I ween.

Of what avail are paper, presses, type,
If they are each sold at a total loss?
The answer, gentle reader, is a pipe.
You've simply got to, got to know your cost.

The boast of cylinders, the pomp of space,
And all that your investment ever gave
The presses clattering at rapid pace,
Are leading you into a business grave.

Joseph Swerling, in *American Printer.*

THE MONTH'S HAPPENINGS

Among the Job Offices

The printing and binding business in Halifax is reported as being good since the first of the year.

P. R. Wilson Printing Co., Toronto, have removed from 16 Adelaide St. W. to the Fitzgerald Building, 122 Richmond St. W. The move has secured for the Wilson Co. about one-third more floor space than formerly and in addition greatly improved lighting and ventilation.

Now that Toronto *World* is having its Sunday edition printed by the rotogravure process by Grip, Limited, the three cylinder presses which formerly did this work are being utilized for job printing. Up to the present, the *World* has been filling orders for the trade only, but it is possible they will branch out into the ordinary commercial field in the near future.

A new agreement has been entered into between the Typographical Union of Brantford and the local printers and publishers. With the exception of one or two minor changes, it was virtually a renewal of the former agreement, the same wage scale being continued. The agreement is for one year and nine months, commencing January 1, 1915, and expiring December 30, 1916.

R. A. Godson has bought J. E. Pember's interests in the up-to-date plant of "*The Macleod Advertiser*" and has moved it to Edmonton South, where he is running a job printing office under the name of The Metropolitan Press. In the spring, one of the largest ruling and bookbinding plants in Alberta, outside of Edmonton and Calgary will be moved to Edmonton and amalgamated with the Metropolitan Press.

The printers of Calgary are up in arms at the City Council for placing the order for street car transfers with an out-of-town office. It is said the tender submitted by Calgary printers was 15c per thousand, while that of the out-of-town firm was 17c per thousand. The case in behalf of the printers is now being taken up by the Board of Trade and at the time of going to press investigation is proceeding.

The Butterick Publishing Co., of New York, has purchased property on Wellington St., west of Spadina Avenue, Toronto, and will at once commence the erection of a warehouse and factory to cost approximately $100,000. The price paid for the property was $30,000. The building will be of the most modern construction with handsome front facing on Wellington St. L. S. Yolles is looking after the local interests of the company.

With the Newspapers

NEWFOUNDLAND.

St. John's *Plaindealer* has moved quarters, and is now located in the Newman Building. It has also changed its make-up, and on February 10 appeared in its new form of 8 pages of 4 columns.

St. John's is soon to have another daily paper. It is said it will be published in the morning. Dr. Mosdell and R. Dowden are at the head of the project. S. Thistle will also join them. Dr. Mosdell goes to New York to purchase presses, typesetting machines, etc., therefor.

J. H. Mosdell, M.B., has resigned the editorship of the St. John's *Mail and Advocate*. R. Dowden, reporter, and S. Thistle, accountant, have also severed their connection with that paper. They are being replaced by the following: A. English assumes the position of business manager; James Carmichael and P. J. Kinilla will replace Mr. Dowden, while the position held by Mr. Thistle will be taken over by W. Hardman. John St. John, recently appointed reporter of that paper, now assumes the position as chief accountant, the position vacated by the promotion of Arthur English.

MARITIME PROVINCES.

Richard O'Brien, managing director of the St. John *Globe* Publishing Co., accompanied by his wife, has gone south to spend the remainder of the winter.

Recently a delegation representing the Maritime Province printers met at Moncton, N.B., to consider certain matters affecting the printing required by the Intercolonial Railway. A protest will probably be made to the Minister at Ottawa, declaring that each local office supporting the Government should enjoy a share of the printing.

A newspaper and job plant under the name of Eastern Publishers Limited, will shortly be opened at Amherst. The president is A. B. Etter, managing director, C. C. Avard, of Sackville, and editor H. F. Paisley. An up-to-date plant is being installed.

Major Alfred J. Markham, circulation manager for the St. John *Standard*, has received his appointment as officer commanding Squadron "A" of the 6th Canadian Mounted Rifles now being organized in the Maritime Provinces for service in Egypt. He has already taken up his duties.

Wm. D. Ryan has joined the staff of St. John *Globe* as city editor. He was formerly on the writing staff of the *Morning Leader*, Regina, and on his return home for Christmas was taken ill with appendicitis, from which he has recently fully recovered. Mr. Ryan was admitted as a barrister to the New Brunswick bar this week.

Members of the Independent Order of Odd Fellows of St. John, Pioneer Lodge, this week honored Lieut. Edgar March, formerly city editor of the St. John *Standard*, and in the course of a complimentary smoker presented to him a handsome signet ring. Mr. March has been a popular local newspaperman and is going abroad with the 26th infantry battalion.

Colonel A. J. Markham, formerly manager of St. John *Sun*, which position he held for some fifteen years, has been in the city from Vancouver, B.C., where he is now located, in charge of a party of some twenty Welshmen on their way to the Old Country to rejoin the colors. The expenses of the sending of the detachment are being borne by R. Marpole, chief executive assistant of the C.P.R. at Vancouver. Colonel Markham, who was formerly commanding officer of the 8th Princess Louise Hussars, has two sons in uniform, Captain Ralph Markham, officer in charge of the signalling section of the Highland battalion of the first Canadian contingent, and Major A. J. Markham, circulation manager of St. John *Standard*.

E. W. McCready, managing editor of St. John *Telegraph*, W. C. Jordan, of St. John *Globe*, H. V. McKinnon, manager of St. John *Standard*, J. D. Black, of Fredericton *Gleaner*, J. C. Keating, of Moncton *Times*, were among the New Brunswickers in attendance at the annual meeting of the Eastern Press Association in Halifax. Reports of an encouraging character were presented, and officers elected as follows: C. C. Blackadar, Halifax, president; H. V. MacKinnon, St. John, vice-president; and G. F. Pearson, Halifax, secretary-treasurer. Others present besides those mentioned were: A. D. McNeil, Glace Bay *Gazette*; W. R. McCurdy, Halifax *Herald*; and E. L. Coleman, Sydney *Record*. The association changed the date for future annual meetings from the first week in February to the third week in September and have been invited to hold their next session at Sydney.

QUEBEC.

Frank Fox, of the C.P.R. press bureau, has been suffering from an injured knee.

Charles Cliff, of the advertising staff of Montreal *Journal of Commerce*, has moved to Toronto.

St. George Burgoyne, news editor of Montreal *Gazette*, is convalescing from an attack of pneumonia.

William Chandler, press photgrapher of the Montreal *Star and Standard*, is returning from Salisbury Plain.

Joseph Chandler, dramatic editor of the Montreal *Herald and Telegraph*, has joined the Thirteenth Scottish Light Dragoons.

R. L. Werry, well known Montreal newspaperman, has been engaged as secretary of the recently formed Anti-Liquor League.

J. C. Walsh, journalist, was recently the speaker at a luncheon of the Montreal Publicity Association, his subject being "Danger Spots."

Alexander Powell, the American war correspondent, who recently returned from Belgium, delivered lectures in Montreal and Ottawa.

C. F. Goldthwaite, city editor of the Montreal *News*, has received much sympathy from his newspaper confreres owing to the death of his daughter.

J. S. Smith, cartoonist on *Beck's Weekly*, Montreal, is making a reputation for himself, three of his cartoons having been reproduced in the *Literary Digest* recently.

Colonel Geo. H. Ham, former newspaperman, and publicity agent for the C.P.R., has gone to Florida, and after a sojourn there will proceed to Southern California.

David J. Trotter, who was circulation manager of the Montreal *Telegraph*, has been appointed secretary of the Montreal Builders Exchange, and is in charge of *The Builders' Bulletin*.

The annual outing of the Montreal *Herald* Family Social Club took place on Wednesday, Feb. 9. A sleigh ride around the two mountains was followed by a progressive euchre and a supper.

During the recent mayoralty elections at Verdun, Que., the Verdun *Echo*, a weekly in that city, published an election extra containing last minute news. Four thousand copies were sold.

Alderman Harry Corn, who was unanimously elected for Ward 1, Verdun, Que., was formerly on the Montreal *Star* staff, and is now in charge of the printing department of the Canadian Bag Co.

Alderman Abram Dawe, who was elected to Ward No. 3, Verdun, Que., is a compositor on the Montreal *Star*, and one of his planks is the compulsory use of the union label on all municipal printing.

Journalistic and other friends of Corporal W. H. Gordon, of the Montreal *Journal of Commerce*, gathered on Wednesday, Feb 10, at the St. Regis Hotel and tendered him a complimentary banquet, at which he was given a military watch, fountain pen and cigarettes. The gathering was presided over by the Hon. W. S. Fielding, president and editor-in-chief of the *Journal of Commerce*, who had on his right the guest of the evening, and on his left John Scott, managing editor of the *Gazette*. After the customary toast to the King, the health of the guest was proposed by the Hon. Mr. Fielding, who in an admirably worded speech conveyed the best wishes of the gathering to Mr. Gordon and presented him with the gifts contributed by his friends throughout the city. Mr. Gordon replied in a happy speech, after which the evening was given over to song and merriment. Herbert Mould, foreman of the mechanical department, in behalf of himself and his associates, also presented Corporal Gordon with a gold mounted briar pipe and case.

ONTARIO.

The Oil Springs *Advance* is advertised for sale.

D. A. Jones, of the Pembroke *Observer*, was elected councillor of that town.

Lieut. Johnston McAdams of the Sarnia *Canadian*, is with the 34th Battalion at Guelph.

W. S. Naftel, formerly with Goderich *Signal*, is now editor and manager of Perth *Courier*.

John A. Cooper, editor of *Canadian Courier* spoke on "The War" at Sarnia Canadian Club.

Cecil Bechill, of the Glencoe *Transcript*, has enlisted with the 33rd Regiment, C.E.F., in London.

C. W. Lawton publisher of Paris *Review*, has been elected a director of the Paris Board of Trade.

The Symbol of Empire badge is being distributed by Toronto *World* under their usual coupon plan.

R. A. Jeffery of the Arnprior *Chronicle* has been re-elected chairman of the Separate School Board.

Wallaceburg *Herald-Record* is conducting a circulation contest offering among other prizes a $500 piano.

W. J. Taylor, Woodstock *Sentinel-Review*, has been re-elected president of Woodstock Board of Trade.

Captain Charles Bell, advertising manager of St. Catharines *Standard* is with the first contingent at the front.

Thomas Smith, of London *Advertiser* reportorial staff, has returned from a trip to England, accompanied by Mrs. Smith.

The agreement and scale of wages between Toronto newspaper publishers and members of the local Typographical Union expires June 1.

A meeting of the Perth and Huron Counties Press Association was held at Stratford on February 22. There was a most satisfactory attendance and an excellent organization was completed.

Walter Strub, formerly of Berlin *News-Record* and now correspondent for a Toronto and a London paper, is in London taking a course of military instruction as a non-commissioned officer in the 108th Regiment.

Pte. W. H. Jennings, of Forest, a printer, now with the Princess Patricia Regiment in France, was reported in despatches wounded at St. Eloi on January 24.

Thomas L. Barnecott, of the firm of Barnecott & Monteith, proprietors of Aylmer *Express*, was married in Toronto, February 17, to Miss Roberta Monkhouse.

Toronto *Sunday World* is now being printed by the rotogravure process by Grip, Limited. The result is a great improvement in the appearance of the illustrations.

Wyoming *Enterprise* this month entered on its 21st year. It was founded by the late E. Mott, former editor of Alvinston *Free Press*, and is now edited by E. C. Rice.

Henry Burgoyne, business manager, St. Catharines *Standard*, is with the first contingent. Mr. Burgoyne holds the rank of Captain in the Third Artillery Brigade.

The staff and friends of Toronto *World* enjoyed an at-home and dance on Tuesday, February 16. The affair was a big success. It was held on two floors of the new *World* building.

Smith's Falls *News* has changed hands, J. H. Ross having sold his interest to Col. J. M. Balderson, of Perth. W. G. Ferguson, an old newspaper man, has been engaged as manager and editor.

Taylor Drug Company ran an advertisement of four pages and a quarter in London *Advertiser* on January 28, quoting cut rate drugs and other supplies, in connection with a "Canadian Trade Expansion Sale."

R. D. Croft, formerly part owner of Ailsa Craig *Banner*, has purchased Seaforth *News* from W. R. Veale, who is now publisher of the Ingersoll *Tribune*. This item was inadvertently omitted from the last issue.

Carl S. Richardson, city editor of London *Advertiser*, is recovering only slowly from a complete nervous breakdown, and will have to work very short hours for a couple of months yet, his physician says.

F. L. Riggins, formerly proprietor of Port Colborne *Citizen*, who has been in Hamilton for some time, has returned to Port Colborne and it is understood he will again take some part in the publishing of the *Citizen*.

Lou Marsh, sport writer on Toronto *Star*, secured judgment for $1200 damages against a local laundry company as compensation for injuries he sustained in a collision between his motor cycle and the motor truck of the laundry.

Lieut.-Col. Thomas Scott, founder of the Perth *Expositor*, and publisher of that paper from 1861 to 1873, died at Winnipeg February 10, aged 74. Col. Scott was former Collector of Customs at Winnipeg, former Member of Parliament and of the Manitoba Legislature.

E. V. Barber, connected with the Carleton Place *Central Canadian* for some years, has formed partnership with A. O. Watts, who has had a job plant at Merrickville, and will establish a paper in that village. It is understood the first issue will appear early in March and that it will be christened *The Post*.

E. H. Dickinson, formerly circulation manager of *Canadian Countryman*, Toronto, is now with the Wilson Publishing Co. ready print service, as advertising manager. McKenzie Wright will in future devote the greater portion of his time to calling upon weekly publishers in an endeavor to extend the Wilson list.

At the annual meeting of the Toronto Newspaper Rifle Association held February 11, J. W. Lester, of the *Telegram*, was elected captain by acclamation. T. Little, *News*, is lieutenant; J. B. Stephens, *News*, secretary, and E. V. Corbett, *Telegram*, treasurer. The association has a satisfactory balance in the treasury, and all reports were adopted.

The printing trade and advertising business in Bruce is fairly good. Progress has been made in the county through the members of the association putting various township printing contracts on the basis of a job. The old bulk contract is passing. After all, councillors like it better. An account rendered quarterly so that councillors may know what is being purchased, and what is being charged, is of greater satisfaction to them and to the printer as well.

At the annual meeting of the Parliamentary Press Gallery, held on February 13, the following officers were elected: President, Wallace Dafoe, Western Associated Press; Vice-President, James Muir, Toronto *World;* Secretary, Arthur Ford, Toronto *News;* Executive Committee—Charles Bishop, Toronto *Telegram;* E. W. Grange, Toronto *Globe;* J. A. Fortier, Montreal *La Patrie;* A. B. Hannay, London *Advertiser;* Paul Bilkey, Toronto *Mail and Empire*.

Mr. J. Harry Fowler, municipal reporter on London *Free Press*, and formerly in a similar position on London *Advertiser*, was on Monday, February 15, presented with a cabinet of silver, cut glass dessert bowl and cut glass and silver vase, by members of the city

hall staff. Assistant City Clerk Frank Hughes made the presentation, which took place during a meeting of the Board of Control, and was witnessed by representatives of all departments. Mr. Fowler was recently married.

The death occurred at Campbellford February 12 of John T. Vosper, for 31 years editor and proprietor of Campbellford *Herald*. The late Mr. Vosper was born in England, but had lived in Canada from childhood. In 1873 he founded the *Herald*, and remained proprietor until 1904, when he sold the business to G. A. Kingston. The deceased was tax collector in Campbellford for several years. He leaves his wife, a daughter, Lillian, and one son, L. L. Vosper, who is practising dentistry in Kingston.

Arthur Harvey Smith, formerly editor of *Rod and Gun Magazine*, and later proprietor of Listowel *Standard* for a short time, died in Ottawa on January 27. Mr. Smith was connected with the editorial department of the Ottawa *Free Press* up to the time of his death. He was an authority on Old Country political questions, and his contributions along this line attracted considerable attention. He was over fifty years of age and is survived by his wife and one son and one daughter.

In the midst of a flying program, W. H. Taft paid a visit to the Toronto Press Club February 12 between 7 and 8 o'clock. As there were "no reporters present," the ex-President was quite at ease. He made the confession that before embarking on the study of law he had been a newspaper reporter himself, and attributed much of his later success to that training. He likened his position to-day to the boy in the apple tree who watches the procession go by and "didn't give a darn what happened."

Bruce County Press Association is making progress in carrying out the ideas of the organization. On January 28 the president and secretary attended the county council inaugural meeting, and submitted the tenders for the county printing. Although another tender for one part of the work had been presented, which was a trifle lower, the association tender appealed to the printing committee of the council because it meant that all the offices are now sharing in the county printing, eight offices sharing each year.

The *Haileyburian*, of Haileybury, came out on the 11th inst. under new management, Walter Errett having resigned the editorship and management to G. R. T. Sawle, recently of Prince Rupert, B.C., and who has managed papers in other British Columbia centres. Mr. Errett, who has been running the Englehart *Courier* in addition to the *Haileyburian*, will in future devote his whole time to the *Courier*. In his salutatory, Mr. Sawle intimates that he intends to make the old *Haileyburian* worthy of representing the County Seat of Temiskaming.

London *Free Press* had a fire on February 9th, about 1.30 in the morning. The blaze was discovered in the basement under the business office, and some very old files of the paper, valued highly, and a quantity of stationery and other supplies were lost. Smoke drove the night editorial staff into the mechanical department, where they continued "business as usual" and got the paper out. The composing and press rooms are in a separate concrete building. A. S. Blackburn, secretary-treasurer, was on the job before ordinary workers were out of bed, and had the business office floor repaired so that even there business was not interrupted.

The Toronto Press Club held its annual meeting and election of officers on January 28 and the occasion was a memorable one in the history of the club. The newspapermen were the guests of the Board of Trade in the handsome new quarters of that organization on the top floor of the Royal Bank Building, Toronto's newest skyscraper. The restaurant and rooms of the Board of Trade were placed at the disposal of the Press Club for the occasion. The election was of the real old-time variety, vigorous campaigns having been waged by the different contestants for two weeks or more previous to the voting. There was an abundance of fun and good fellowship throughout the affair. When the ballots were counted, it was found that the following were elected: President, H. B. Willmot, The *Globe;* Vice-president, Ed. Coucher, The *World;* Secretary, H. B. McKinnon, The *Globe;* Treasurer, Guy Morton, The *Star* (acclamation); auditors, John Hamm, *Mail and Empire*, and Rex Smith, the *Globe*. The executive committee will be elected at the next meeting. Retiring President Clark Locke of the *World* was master of ceremonies. A hearty vote of thanks was accorded the Board of Trade for their hospitality in placing their quarters at the disposal of the club. It looks as though the Toronto Press Club is scheduled to experience a decided revival. The club rooms have been disposed of and the membership fee of $1 has again come into force, which is resulting in a large increase in membership.

MANITOBA.

Warrie Burridge, proprietor and editor of Cypress River *Western Prairie*, was married on January 20 to Miss Stella Moore, of Moorholm, Man.

W. T. Shipley, former proprietor of Glenboro *Gazette*, is now principal of the school at Camrose, Alberta.

By an order in-council the name of Der Nordwestern Publishing Co., Ltd., Winnipeg, has been changed to the Northwestern Publishing Co., Ltd.

SASKATCHEWAN.

Representatives of the press have been barred from attending sessions of Regina's police commission.

A newspaper has been started at Turtleford, a thriving town at the end of the steel on the Battleford-Peace River line of the C.N.R.

A. G. Graham, proprietor of Canora *Advertiser*, who has been seriously ill for the past two months, was removed to the Canora Hospital on Monday of this week.

Prince Albert *Herald* discontinued its weekly edition early in February and has replaced it by incorporating special features in the Saturday edition of the daily, which will in future be known as *The Saturday Herald*. It will be mailed to all weekly subscribers.

The first week in February was the annual bargain period of Saskatoon *Daily Phoenix*, when the regular prices of $4 for city subscribers and $3 for out of town were dropped to $3 and $2 respectively.

M. A. Wilson, of the staff of Wilkie *Press*, and formerly on the Kerrobert *Citizen*, has gone into partnership with Alex. McClung at Cut Knife, where they will engage in the newspaper and job printing business.

ALBERTA.

Rocky Mountain House *Guide* has entered upon its sixth year cheerful and optimistic. J. D. Skinner is manager.

For one day only Calgary *Herald* gave want advertisers to the extent of 64 cents or more a box of fine toilet soap.

H. W. B. Douglas, president of the Douglas Co., Ltd., Edmonton, made a business trip to Toronto and Montreal during February. While in Toronto he called at the office of Printer and Publisher.

Six of the 22 members of Medicine Hat Typographical Union have joined the Canadian Expeditionary Forces. W. Chipperfield, a pressman and W. F. McAllister, a reporter, are also with the first contingent.

Cecil T. M. Sapsford, advertising manager of Edmonton *Bulletin*, returned home recently after a combined business and pleasure trip to New York and other eastern points. Mr. Sapsford travelled about 6,000 miles altogether.

BRITISH COLUMBIA.

Vancouver *Province* heads the scores in the local commercial bowling league.

The Fourth Annual Meeting of the Okanagan Press Guild will be held at Vernon on March 18, 19 and 20.

All the printing plants in the Okanagan Valley are in a sound condition. Three of them added linotypes during the past season.

Vancouver *Daily Times* made its exit with its issue of February 3, having published 43 editions, and Joseph Martin, East St. Pancras member in the British House of Commons, will enter the newspaper field in Vancouver on or about March 1 with the Vancouver *Evening Journal*. Mr. Martin has bought the plant and other assets of the Vancouver *Times*. The plant and offices are being moved from the former *Times* office, 650 Richards Street, to the building owned by Mr. Martin, at the corner of Beatty and Smithe Streets.

"*The Evening Journal*," said Mr. Martin, "will be a straight independent Liberal newspaper, and I will personally edit the publication. Events have conclusively proven to my mind that there is in Vancouver and throughout British Columbia an absolute demand for a newspaper which can not be controlled by any railroad or financial corporation or any group of party politicians. I plan, at all times, to speak the truth through the columns of the *Evening Journal*. I am sure that the paper will be appreciated by the masses of the people. I believe that there is sufficient manhood left in Vancouver to make an independent daily newspaper a financial success." He added that he would feature civic affairs and would follow the same policy as he did on the platform before the civic elections. George M. Murray, formerly of Woodstock *Sentinel-Review*, will be in charge of the management of the paper, Mr. Martin, of course, directing its policy.

The secretary of the Western Associated Press informed the commissioner that the complaint of the Victoria and Island Development Association, that Victoria items were sent out under Vancouver date lines is well founded. The representative is non-resident, and in future the W. A. undertakes to separate Victoria and Vancouver items.

John Nelson for the past five years business manager of Vancouver *News-Advertiser*, and one of the best known newspaper men of the Pacific Coast, has resigned to embark in another enterprise. Mr. Nelson is vice president of the C.P.A. for Western B.C., also a director of Western Associated Press and Canadian Press Limited. His successor is J. Lineham, formerly of the Victoria real estate firm of Grant & Lineham, who has purchased approximately a half interest in the paper. He will assume the business management shortly. J. S. P. Matson, owner of Victoria *Colonist*, and formerly sole owner of the *News-Advertiser*, will continue to hold about half the stock of the latter. No change in the policy of the paper is contemplated.



JOHN NELSON
Who has resigned the management of Vancouver News-Advertiser

PRESENTATION TO JOHN NELSON.

ON FEBRUARY 12 the staffs of the various departments of Vancouver News Advertiser participated in a presentation to John Nelson, retiring general manager of the paper. The presentation consisted of a gold and topaz ring, a leather traveling case, completely fitted up, and a suitable souvenir in the shape of a silver card case for Mrs. Nelson.

All the members of the various departments assembled in the editorial rooms and W. Oliphant Bell, the acting manager, presided. He made feeling reference to Mr. Nelson's connection with the *News-Advertiser* and alluded to the esteem in which he was held by every member of the staff, and the harmonious relations which had subsisted between him and the heads of the different departments. He asked Mr. Nelson to accept the hearty good wishes of all his colleagues. Dr. S. D. Scott, editor-in-chief, on behalf of the editorial department, bore testimony to Mr. Nelson's cordial co-operation in all matters affecting the welfare of the newspaper; to his sound judgment and thoroughly efficient management of all the difficult questions that arose from day to day in the publishing business, as well as to his close grasp of all the factors that make for a newspaper's success. In addition, he expressed his own personal regret and that of all members of the editorial staff at losing a friend as well as a business colleague, whose good humor, considerateness and fairness toward everyone, had made it a pleasure to work with him.

Mr. Nelson expressed his cordially-felt thanks both for the gifts that had been made him as well as the kindness which had prompted them. He acknowledged the ready co-operation he had met with from all the staffs of the newspaper and declared that the difficulties inseparable from the publishing business had been lightened by the help he had at all times received.

He had been acquainted with the new manager, Mr. Lineham, for many years and knew him to be an alert and capable business man and one who would achieve success in any enterprise he undertook. He was sure, also, that the same friendly relations that had prevailed between the members of the different staffs and himself would also prevail with his successor.

JAMES CREELMAN, FAMOUS CORRESPONDENT, IS DEAD.

James Creelman, well-known American newspaper correspondent, died in Berlin February 12, after an illness of several weeks. Mr. Creelman was born in Montreal on November 12, 1859. He was educated in the Royal Arthur School in that city and the Lay Theological College of New York. When twelve years of age he ran away from home, reaching New York on foot, with an occasional ride on a railway train. His first employment was in the office of *Church and State*. After acquiring a knowledge of printing and taking a course in theology under the famous Dr. Talmage he entered the service as a reporter of New York *Herald* in 1876, becoming later a correspondent and editorial writer. In 1890 he edited the London edition of that paper and the Paris edition during the two succeeding years. He did editorial work on New York *Evening Telegram*, and was British editor of *The Cosmopolitan Magazine*.

During the Russo-Japanese war, Mr. Creelman was correspondent for The New York *World*; for the New York *Journal* during the Graeco-Turkish war, the Cuban and the Philippine wars. He captured a Spanish flag and was shot and almost mortally wounded after he received the surrender of the Spanish Commandant at El Caney, Cuba, 1898. He was associate editor of *Pearson's Magazine* from 1906 to 1910.

Ottawa, Feb. 16.—Hon. Rodolphe Lemieux has given notice of a resolution providing for the sending of all mail matter to Canadian soldiers on active service free of postage.

Hon. T. Chase Casgrain, Postmaster-General of Canada, was married in St. Patrick's Cathedral, New York City, February 16, to Mrs. Marie Louise Masson, of Quebec. The bride has resided in Paris for several years. The ceremony was conducted by Bishop Mathieu, of Regina, Sask., a classmate of the Postmaster-General.

The Post Office Department has issued the following statement: "Arrangements have been made whereby the ordinary rate of two cents per ounce, applicable to all letters sent from Canada to the United Kingdom, will apply to letters addressed to British and Canadian troops on the continent. The rate on ordinary letters from Canada for the continent is five cents for the first ounce, and three cents for each subsequent ounce, so that this extension of the two-cent an ounce rate to letters addressed to our soldiers on the continent, is a decided reduction in favor of correspondence going to the soldiers."

PULP AND PAPER MEN HOLD SECOND CONVENTION.

I. H. Weldon, of the Provincial Paper Mills Company, of Toronto, is the new President of the Canadian Pulp and Paper Association, which elected its officers for the ensuing year at the second annual convention held in the Chateau Laurier, Ottawa, February 12. The other officers are: Vice-President, J. H. Acer, of the Laurentide Pulp & Paper Company, Montreal; Secretary-Treasurer, Roy Campbell, editor of *The Pulp and Paper Magazine*, Montreal; Executive Committee: A. G. Campion, Belgo-Canadian Pulp & Paper Co., Shawinigan Falls, Que.; Carl Riordan, Riordan Pulp & Paper Co., Montreal; K. L. Warren, River du Loup Paper Co.; C. Howard Smith, Howard Smith Paper Co., Montreal; G. L. McGlashan, Beaverboard Co., Thorold, Ont. In the evening the delegates, who numbered nearly 100, had an informal dinner, at which the new President occupied the chair

An Early Advertiser

ONE of the earliest advertisers on record was Noah. Day after day he announced the fact that there was going to be a great flood, and that in preparation for the same he was constructing an ark, on which a few people with good characters might engage passage. He got the merry ha-ha and even when it did begin to rain, his fellow townsmen said they guessed that it wasn't going to be much of a shower anyway. Again Noah advertised the fact that state rooms could be engaged on the ark, but as no one applied for them he filled them up with elephants, ant-eaters, camels and such like critters.

It was not until Shem and Ham pulled in the gang plank that the people realized that Noah had not deceived them with his announcements. Then there was a rush for the box office, but it was closed and the ark was beyond the three mile limit. There was terrible excitement in town that night, but next morning all was quiet under six fathoms of water.

There isn't much of a moral to this except it be that when a good, honest, reliable man advertises people should believe him.

PRINTERS' ORGANIZATIONS

ANNUAL MEETING OF TORONTO BOARD.

THE GRAPHIC ARTS Board of Trade of Toronto closed its fiscal year at the beginning of February, with a very satisfactory showing as regards finance and with the same number of members with which it began the year, which is not quite so satisfactory, as we had hoped for an increase in membership which has been defeated by the hard times.

On February 18 we held our Annual Meeting which was a very successful affair, there being a large attendance of printers and also of the Allied Trades, practically every firm of our members being represented, with a number of outsiders as guests, and while there was no real organization speeches, we believe that substantial good was accomplished at this meeting.

The Officers for the ensuing year are as follows: Pres., F. F. M. Brown, College Press; Vice-Pres., Robt. Roddy, Chas. Roddy, Ltd.; Treas., F. N. W. Brown, Brown-Searle Ptg. Co. Executive Committee: The Officers and C. James, Lyon & James; Atwell Fleming, Atwell Fleming Ptg. Co.; R. T. McLean, R. G. McLean, Ltd.; M. M. Hart, S. R. Hart & Co.; Fred. Hambly, Hambly Bros.

There is a better feeling in the printing trade in Toronto than for some time past and quite a number of the smaller houses are reporting a decided improvement in trade and the outlook for the next few months is better than it has been for the last half year.

DANIEL BAKER, Manager.

ANNUAL REUNION OF TORONTO BOARD.

THE ANNUAL Reunion of the Graphic Arts Board of Trade of Toronto was held in the new dining room of the Toronto Board of Trade, in the Royal Bank Building on February 18, 1915.

The guests assembled at 6.30 p.m. and the first half hour was spent in friendly greetings and enjoying a night view of the city from the balcony surrounding the rooms, which are twenty stories above the street level and afforded a splendid opportunity for many of the guests to see for the first time Toronto by night from such an elevation.

About seven o'clock a dinner was served and when the coffee and cigars were reached, the new president, F. F. M. Brown, who acted as toastmaster, introduced Chas. H. Leslie, who sang a splendid baritone solo, after which there was some chorus singing by the guests.

As this was intended to be a social affair the speechmaking was cut down to a few remarks by Clarence James, of Lyon & James, the retiring president, who gave a humorous description of some of the excuses that had been handed him by printers and others who declined to join the Board. It was well received and made an impression on his audience.

Then followed more music, including a piano solo by E. J. Johnson, and a vocal duet by Messrs. Johnson and Leslie, and more songs by the company.

President Brown then made a few appropriate remarks and told those assembled that the organization would be just what they wanted it to be, and worked to make it, and that while he was enthusiastic regarding the Board, he alone could accomplish but little.

After some further music and singing, the President called on Daniel Baker, the manager of the Board, to give a few notes regarding its work. In responding Mr. Baker said that the Board was to-day in better condition, physically, financially and mentally than at any time in two years, as it now was running on a safe and economical basis and had a surplus in the treasury, while there was a better spirit of co-operation among the members than for a long time, which, he said, meant that it was going to be a good year for the Board and its members.

He then gave some data regarding the work and its results and stated that the printers of Canada and particularly Ontario were skating on thin ice as a class as the census reports showed that while they were sixth in importance among the industries they were not turning their capital once a year, when they should be doing at least twice as much gross business on the capital invested.

The balance of the evening was spent in good singing and story-telling and when the time came for going home all felt that they had spent a very enjoyable evening and wished the Graphic Arts Board of Trade of Toronto a long and prosperous existence.

There were about 50 present, representing all the branches of the Graphic Arts and its allies.

The menu, a handsome folder embellished with a design embracing the Union Jack and the Canadian flag, and Maple Leaf, was the work of Messrs. Lyon & James.



R. S. VAN PELT
Manager Edmonton Master Printers' Association for past 2½ years.

MR. VAN PELT GETS LEAVE OF ABSENCE.

R. S. VAN PELT, who has been manager of the Edmonton Master Printers' Association for the past two and a half years, has been granted three months' leave of absence. Mr. Van Pelt left Edmonton February 8 for Houston, Texas. During his absence the office of the association will be in charge of W. Van Hinkle, who has held similar positions in Victoria, Spokane and Calgary. Before his return Mr. Van Pelt will include in his itinerary many of the towns in which he did organization and cost work when a member of the U.T.A. field force, prior to coming to Canada.

On the evening of Saturday, February 6, a complimentary banquet was tendered Mr. Van Pelt, and the high regard in which the departing Secretary was held was evidenced by the large number of members and friends of the Association who were present. A further token of esteem was in the form of a beautiful silver tea set that was presented to Mr. and Mrs. Van Pelt by the Association. H. W. B. Douglas acted as toastmaster, and among the speakers were J. W. H. Williams, Mathew Esdale, F. G. McDermid, J. W. Adair, H. H. Hull, W. A. Stowe, B. A. Huckell, J. Helps, all of whom referred to their high regard for Mr. Van Pelt and their appreciation of the splendid work he has done for the printers of Edmonton.

ADDRESS ON "CREDITS" AT WINNIPEG.

A. K. FERGUSON, assistant manager of the Canadian Credit Men's Trust Association, addressed the Winnipeg Printers' Board of Trade on February 25 on the subject of "Credits."

When the Chatham "Planet" rebuilt—they KIMBLEIZED!

The old plant of the Chatham "Planet" in Western Ontario was completely destroyed by fire over a year ago. When they rebuilt the "Planet" plant (the most modern printing and book-making plant in Canada), KIMBLE Printing Press Motors were installed.

In answer to our letter inquiring about the service Kimble Motors were giving in the new establishment, Mr. Stephenson wrote the letter here reproduced.

Kimble A.C. Variable Speed Motors are built specially for the operation of printing presses.

They have a range of speed from 500 I.P.H. minimum, to maximum capacity of press in gradual gradations—thus assuring the *right press speed for every job.*

The right press speed for every job means—

Less use of the throw-off—Less spoilage—A greater number of impressions per hour.

And Kimble Motors besides thus increasing the *quality* and *quantity* of the work, reduce the current metered in almost direct proportion to every speed reduction.

With Kimble Motors you pay only for the current you put to useful work, wasting none of it in useless heat, as all other motors do.

This cutting of current costs alone is a big item every month in favor of Kimble Motors—for they are the only a.c. motors that reduce the current as the press speed is reduced.

The Chatham "Planet" finds Kimbleizing economical and efficient. So will you!

Kimbleizing will increase the efficiency of each press fully 25% over line shaft drive—and easily 20% over ordinary a.c. motor drive.

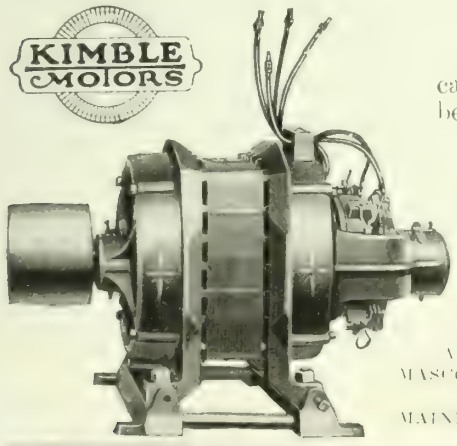
THIS PAPER GUARANTEES ADVERTISERS A LARGER CIRCULATION THAN ANY OTHER PUBLICATION BETWEEN LONDON AND WINDSOR THE MOST MODERN PRINTING AND BOOKMAKING PLANT IN CANADA. OUR NEW FIRE PROOF BUILDING ERECTED NINETEEN FOURTEEN

The Planet

202 - 206 King Street West, Chatham, Ontario

Chatham
Ontario Dec. 12/14.
Canada

KIMBLE MOTORS



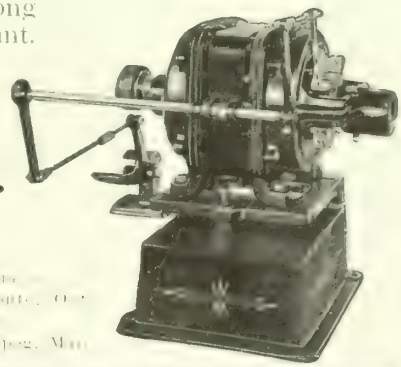
Kimbleize just one press—to prove what can be accomplished. It won't be long before you apply it to your entire plant.

Get facts and figures.
Ask for the Red Catalog.

KIMBLE ELECTRIC CO.

Printing Press Motor Specialists.

CANADIAN AGENTS
All points east of Port Arthur and Fort William
MASCO COMPANY, LIMITED, 55 Church St., Toronto, Ont.
All points west of Port Arthur and Fort William
MAINER ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man.



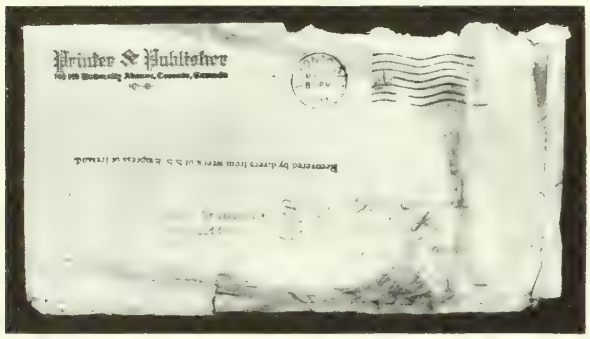
Metal Prices, Toronto, February 22

The following are the prevailing prices on printers' metals as quoted at Toronto, February 22. As mentioned in other columns of this issue it is likely that changes in an upward direction will take place before long, owing to the increased tariff in effect on imports of supplies from the United States.

Linotype	8½	to	9
Stereotype	8½	to	9
Combination	9	to	9¾
Monotype	10	to	12
Typecaster			18½
Electrotype	7½	to	7¾
Monoline	8¾	to	9
Typograph	8¾	to	9

Recovered From the Bottom of the St. Lawrence

HERE is an interesting exhibit in the form of an envelope which was recovered by divers from the wreck of the S.S. Empress of Ireland. It was mailed from Toronto by



Recovered by divers from the wreck of the S.S. Empress of Ireland.

PRINTER AND PUBLISHER, on May 19, 1914, and is addressed to "*The Tribune*, Redcliff, Alberta." From there it was forwarded to D. M. Christian, St. Peters Park, St. Albans, Hertfordshire, England, but the wreck of the Empress interrupted its journey. Mr. Christian was the founder of Redcliff *Tribune* in 1913, but the paper was later discontinued, Mr. Christian returning to his old home in England. He was formerly a reporter on Toronto *Globe*, and on one of the Prince Albert papers.

Estimating

A FEW words on estimating are never out of place. There is hardly a printer living who is not called upon at some time or another to give estimates, although often one is heard boasting that he is never called upon to estimate. Estimates when asked for should be carefully made, and a good rule to follow is to always let a second person check them over for the simple reason that two people seldom make the same mistake, if an error should creep in. It is the easiest thing imaginable to get either half as much stock as is wanted, or twice as much. A slip of the pencil will bring this about, and after once a figure is made it is very difficult to withdraw a price and convince the customer you have erred.

The following rules if observed will prevent many errors being made in estimates, says the Vancouver Print Shop (the official publication of the Vancouver Printers' Board of Trade):—

Never estimate on a job that you do not want, either because you are too busy, or it is not in your class, or an undesirable customer, or for any other reason.

Never estimate on a job without finding out whether the other estimators are going to figure on a similar quality of work. You have a right to know who they are.

Never advertise or allow your salesmen to solicit the chance to figure. You are selling printing and not mathematics.

Never reduce an estimate once given, unless the specifications are changed. Make your estimate right in the first place, and play fair. Do not try to rob your prospective customer and then let him rob you.

A PRINTER BOLD.

(Air: A Warrior Bold). Lyric by Daniel Baker.

In days of old
When Printers Bold
Like Barons held their sway,
A printer bold,
In search of gold,
Sang merrily this lay,
Sang merrily this lay:

My plant is large and true,
My type the best that's cast,
And all my hands so quick and true
That none with them compare,
So what care I for prices high?
I'll work for naught or die;
So what care I for profit high?
I'll work for fame or die.

So, this brave wight,
With visions bright,
Went gaily to the fray,
He work'd by night,
Till broad daylight,
For things just came his way;
The work all came his way.

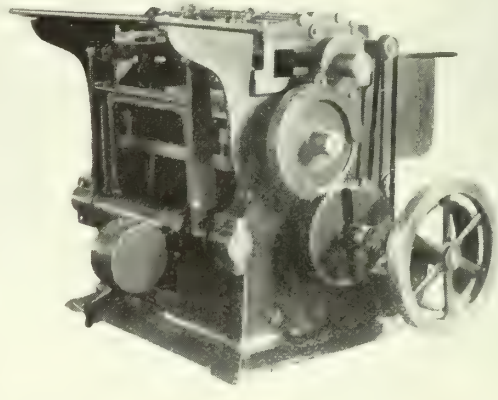
The noisy pressroom din
Was music sweet to him;
As in his office bare and dim
He looked for profit there.
So what cared he for prices high?
He'd work for naught or die;
So what cared he for profits high?
He'd work for naught and die.

His price so low
Made profits go,
And credits melt away.
For want of gold,
The plant was sold,
While buyers sang this lay,
The buyers sang this lay:

His plant so large is worn,
His type and workmen game,
Yet ere he died he feebly cried,
I've kept the vow I've sworn.
So what care I for prices high?
I've werked for fame and gotten naught,
I've worked for naught,
For naught, for naught, I die.

NEW JOB CYLINDER.

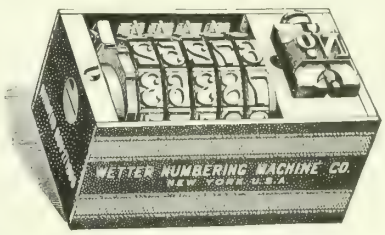
On another page of this issue is an announcement describing the new Osterlind Job Cylinder Press. Designed by a practical printer, who has given years of minute study to the mechanical construction of printing presses, he has secured in the Osterlind a press that will handle the general job work of the average office with a capacity equal to three or four ordinary job presses. No special help is required to operate the Osterlind; a single



operator accustomed to the ordinary job press can efficiently handle it. The mechanical features of the Osterlind are entirely new and covered by new patents. Miller & Richards, the Canadian agents, have one of the first machines on exhibition at their Toronto warehouse, 7 Jordan street.

Ask for the Numbering Machine that has a Drop Cipher that will always Print Plainly: There is only one, the WETTER

OUR BOOKLET MAY INTEREST YOU: SEND FOR ONE



SOLD BY ALL DEALERS

WETTER NUMBERING MACHINE CO., 255-271 Classon Ave., Brooklyn, New York, U.S.A.

TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

CHAUNCEY WING

Manufacturer of the Wing-Horton Mailer and its Supplies

GREENFIELD, MASSACHUSETTS

Frederick Sabel & Co.

Solicit Canadian Inquiries for

BRITISH MADE

LITHO TRANSFER PAPERS

Bronze Paper, Gold and Silver

LITHO INKS

ALL BRITISH MADE GOODS

37 Upper Thames Street, LONDON, ENG.

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

IMPORTANT NOTICE



TO ENGRAVERS, PRINTERS, AND OTHERS REQUIRING FIRST-CLASS PLATES.

We beg to invite your inspection of the latest addition to their Plant by the installation of special machinery for the reproduction of Electrotypes and Nickeltypes from Halftone-engravings as near equal to the originals as is possible to make!

Proofs from these electros—in 3 colors—with scale of prices—sent on application.

We make electros for all printing and embossing purposes, including wood-printing plates—also curved electros to fit any dimension of cylinder. Our Foundry is replete with up-to-date machinery and all work is guaranteed.

Out-of-town orders shipped same day as received. Your orders solicited.

Toronto Electrotype and Stereotype Co., Limited

TRAYTON BLABER, Manager Phone Adelaide 1638

111 ADELAIDE STREET WEST, TORONTO, ONT.

Say you saw it in PRINTER & PUBLISHER.

"FOR SALE" OR "WANT" ADVERTISEMENTS

MACHINERY FOR SALE

MONOLINE FOR SALE RUNNING THREE years; good condition; $700 F.O.B. Kenora. Examiner Office, Kenora, Ont.

MONOLINES FOR SALE, REBUILT AND cared for; parts also repaired. R. Norton, 92 Hogarth Ave.

REBUILT PRINTING PRESSES — SIX-column quarto, $550; seven-column quarto, $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

MONOLINE FOR SALE—IN GOOD WORK ing condition; recently gone over by expert. No further need of it. Will sell, with parts on hand, for $350.00 f.o.b Wiarton. The Canadian Echo, Wiarton, Ont.

MONOLINE—AS GOOD AS NEW — COM pletely overhauled; a bargain. Sentinel-Review, Woodstock, Ontario.

NEWSPAPER FOLDER, IN SPLENDID condition; a bargain. Sentinel-Review, Woodstock, Ontario.

FALCON JOBBER FOR SALE A PRESS worth having. 12½ x 18½ inside chase. Solidly built and fast. 2,500 per hour, having sheet delivery attachment. Good reason for selling. If interested write Pictou Advocate, Pictou, N.S.

FOR SALE REBUILT CYLINDER presses, all makes, all sizes, all prices—terms to suit. New catalog describes and illustrates presses offered for sale and also gives illustrated descriptions of obsolete presses which you should avoid buying at any price. If in the market for a press you need all this information—you need it badly, and this is the only place where you will find it in print. Tell me what size and type of press you think you want and copy of this catalog will go forward to you by first mail. Wm. L. Packard, Geneva, N.Y.

WANTED

CUTTER WANTED SMALL LEVER PAPER cutter, 13 inches upwards, second-hand, in good condition. Write Box 358, Printer & Publisher, Toronto.

WANTED RULING MACHINE, NEW OR second-hand, in first-class condition. Give all particulars and price. Star, Soo, Ont.

WANTED—BY YOUNG MAN WITH EX-perience in reporting and printing, position on good town weekly. Could cover news end, and assist in mechanical work if necessary. Apply Box 357, Printer and Publisher, Toronto.

WANTED A WOOD AND COAL FURNACE for remelting Linotype metal. State size, condition and spot cash price. Write promptly to Pictou Advocate, Pictou, Nova Scotia.

BUSINESS CHANCES

NEWSPAPER AND JOB PLANT—PACKED for shipment. Type mostly new, over 125 fonts; Diamond cylinder, hand power, used one year; Chandler and Price job press, 12x15; 19 inch paper cutter; stones, etc. Price $900, part cash, balance easy terms. For particulars, write Box 198, Exeter, Ont.

AN UNUSUAL OPENING FOR PRACTICAL printer or printing salesman with $1,000 to $2,000 cash. Write Box 359, Printer & Publisher, Toronto.

FOR SALE PRINTING AND PUBLISHING business of the Zealandia Press. Complete plant and well equipped. Will sell cheap. $400 will handle. Write Box C3, Zealandia, Sask.

MAIL LIST TYPE ABOUT 250 POUNDS 10 point self-spacing mailer type, with logotypes and ample figure sorts. Most of it standing, ready to ship with or without slugs. Sufficient to set 3,000 addresses. At a bargain. Write Pictou Advocate, Pictou, N.S.

FOR SALE, IN WHOLE OR IN PART—A newspaper and job plant, including one Linotype, two Rogers, double feed Hoe, Campbell drum cylinder, a Pony Optimus, three plates power cutter, newspaper folder, news and job proof presses, type, cases, racks, furniture, stones, etc., etc. W. J. Taylor, Limited, Woodstock, Ont.

Wilson-Munroe Co., LIMITED
TORONTO

WE MAKE A SPECIALTY OF

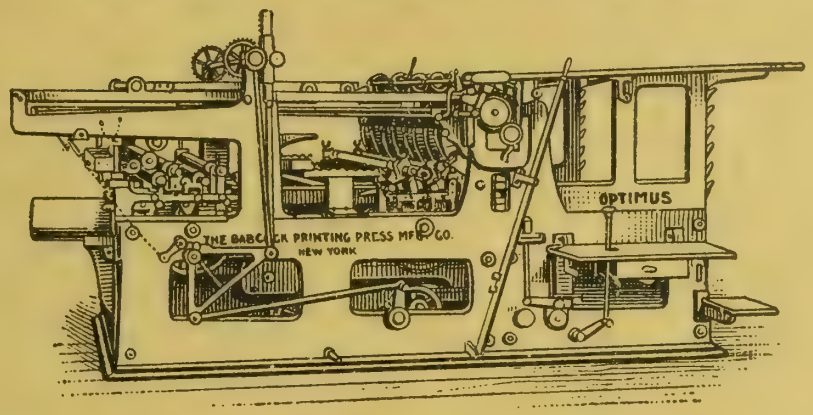
"ROLLAND" MADE IN CANADA PAPERS

And carry large stocks of all their well-known lines with envelopes to match, enabling us to make prompt shipment at all times.

SUPERFINE LINEN RECORD	White, Azure and Buff
EARNSCLIFFE BOND AND LEDGER	White and Azure
EMPIRE LINEN BOND	White and Five Tints
COLONIAL BOND AND LEDGER	White, Azure and Five Tints

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

THE BABCOCK "OPTIMUS"



Not once in the year, but all the year, the successful printer must examine his expense account. If he must make frequent changes in the delivery for different grades of work, use much time in make-ready, or if his presses are weak, or slow, or inaccurate, or require slip-sheeting — he constantly wastes time and effort that should yield him profit.

THE BABCOCK "OPTIMUS"

is Fast where every such press is Slow. Quick in make-ready; no changes in the delivery for different jobs of work whether on card-board or tissue paper; rarely requires slip-sheeting; is absolutely accurate; the embodiment of STRENGTH; and SPEED is an integral element in its construction.

The "OPTIMUS" DELIVERY is World Famous.
Its BED MOTION Unequalled in Strength and Adaptability.
Its DISTRIBUTION is the most Thorough and Economical ever built into a printing press.

All these and many other original devices combine to make

THE BABCOCK "OPTIMUS"

THE MOST SATISFACTORY AND PROFITABLE TWO-REVOLUTION.
We want to tell you more about it. See the "OPTIMUS" at work and write us.

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, 715-721 Dearborn St., Chicago, Illinois.
John Haddon & Co., Agents, London, E.C.
Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.

January Eighth, Nineteen Hundred and Fifteen

A Perpetual Injunction

Against the Intertype Company

The United States District Court for the Southern District of New York has this day ordered an injunction against the Intertype Company prohibiting the manufacture of their machine in the following terms:

> That a perpetual injunction forthwith issue out of and under the seal of this court directed to the said defendant, The International Typesetting Machine Company, and to its officers, directors, superintendents, servants, clerks, salesmen, attorneys, receivers, assignees, and agents, PERMANENTLY ENJOINING AND RESTRAINING THEM AND EACH OF THEM FROM DIRECTLY OR INDIRECTLY MAKING OR USING OR SELLING OR OFFERING FOR SALE, OR OTHERWISE DEALING IN OR DISPOSING OF ANY LINOTYPE MACHINES LIKE DEFENDANT'S "INTERTYPE" MACHINE, EXHIBIT NO. 23 HEREIN, OR ANY OTHER LINOTYPE MACHINES, or parts of machines, embodying the inventions covered in claims 1, 2 and 3 of Hensley Patent No. 643,289, or claims 1, 2 and 3 of Dodge Patent No. 739,996, or claim 7 of Homans Patent No. 830,436, or in any manner infringing upon said patents or plaintiff's rights thereunder.

January Twelfth, Nineteen Hundred and Fifteen

A Second Perpetual Injunction

Against the Intertype Company was ordered

Upon the failure of The International Typesetting Machine Company to provide the bond required by the court, an injunction has been issued against it restraining the infringement of claims 6 and 7 of the Rogers Reissue Patent No. 13,489 belonging to Mergenthaler Linotype Company.

These two injunctions PREVENT THE FURTHER MANUFACTURE AND SALE OF INTERTYPE MACHINES CONTAINING, AMONG OTHER THINGS, THE PRESENT METHOD OF SUPPORTING AND REMOVING THE MAGAZINE FROM THE REAR; AND THE ROGERS TWO-LETTER DEVICE IN THE FIRST ELEVATOR.

The Mergenthaler Linotype Company will take steps to protect its rights against the manufacture, sale or use of infringing devices.

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

PRINTER & PUBLISHER

APRIL, 1915

IN THIS ISSUE

Poster Stamps a Factor in Advertising
By Albert Ryerson

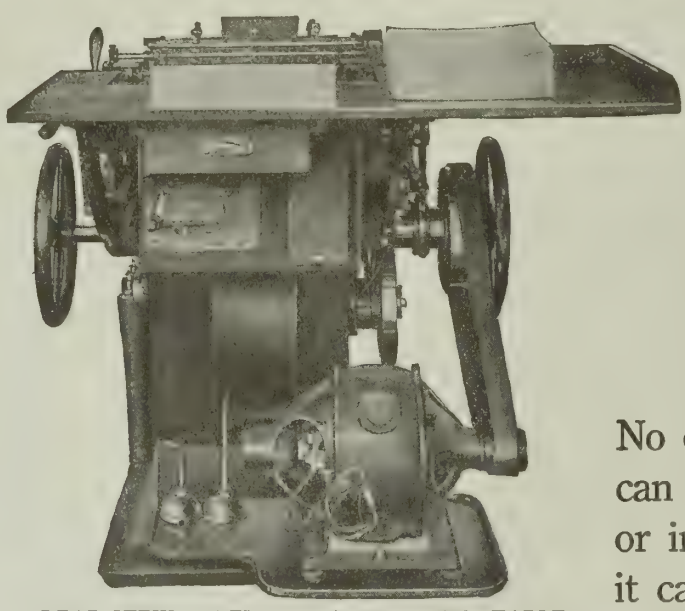
Lessons From the Experience of Forty Years
By W. E. Smallfield

Advertising Opportunities Suggested by Spring

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG



"A Clean Pair of Heels"



REAR VIEW—NOTE THE AMPLE FEED TABLE

If presses were racers, "The Baby" Cylinder would show "a Clean Pair of Heels" to all in its class.

No other hand-feed press can approach it in the speed or in the ease with which it can be fed.

"The Baby" Cylinder

Two Sizes, taking sheets 10" x 15" and 11" x 17"

This wonderful little press has as completely upset all previous ideas as to speed when feeding by hand, as did the Autopress in the field of automatic feeding.

The explanation is perfectly rational.

We ask nothing difficult of the feeder.

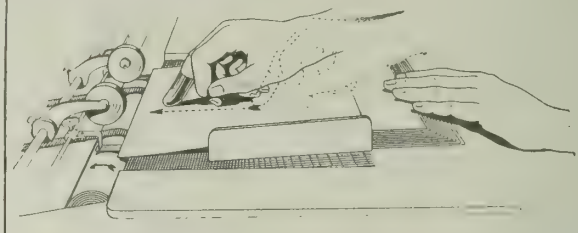
"The Baby" Cylinder is so designed that it does automatically most of the feeder's work.

It registers the sheet.

It delivers it to the jogger.

If an impression is missed the press automatically trips that impression and also trips the ink fountain.

All the feeder has to do is to comb out each lift of stock and, with a rubber tip on one finger, push each sheet down to the top guides as shown below.



We guarantee that any fair platen feeder with a few days instruction can feed at a running speed of 4000 an hour with an approximate net output of 3500 per hour, after allowing time for handling lifts.

Few Automatics can do any more.

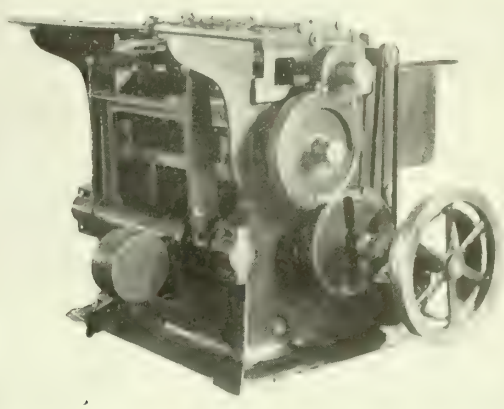
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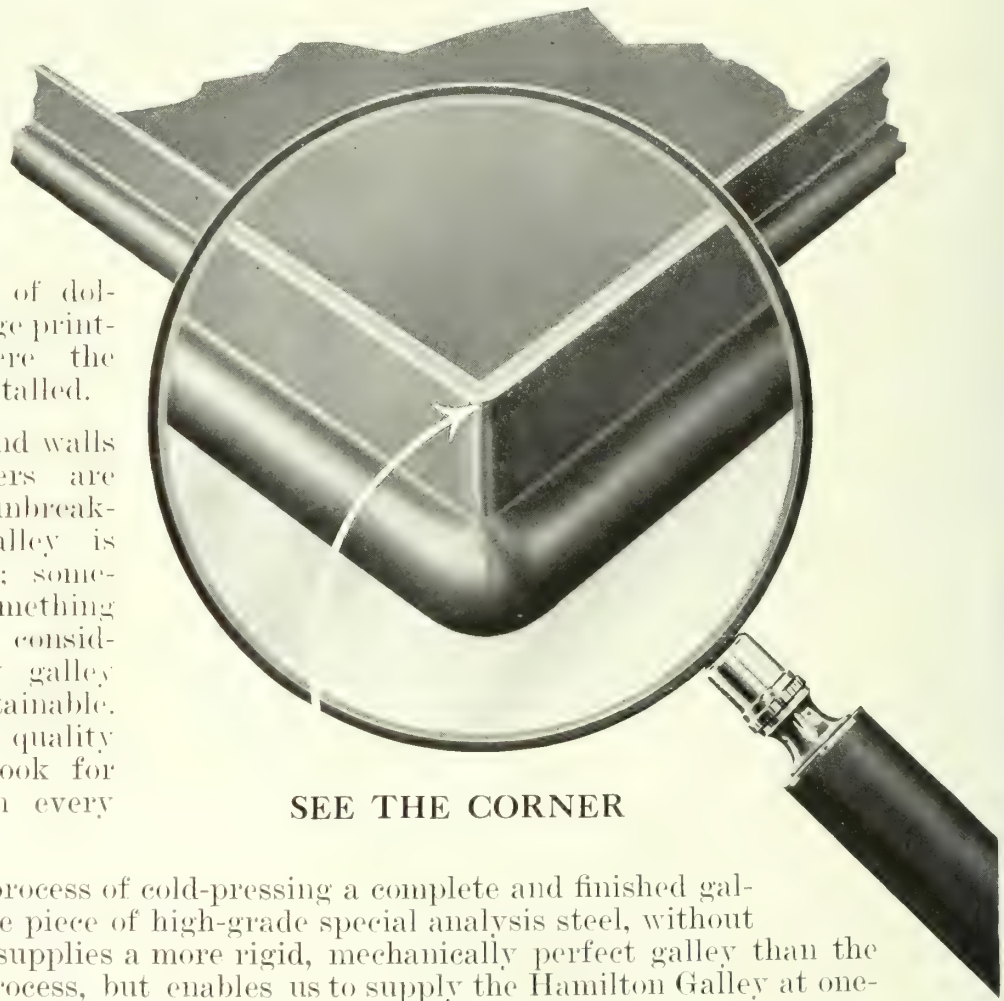
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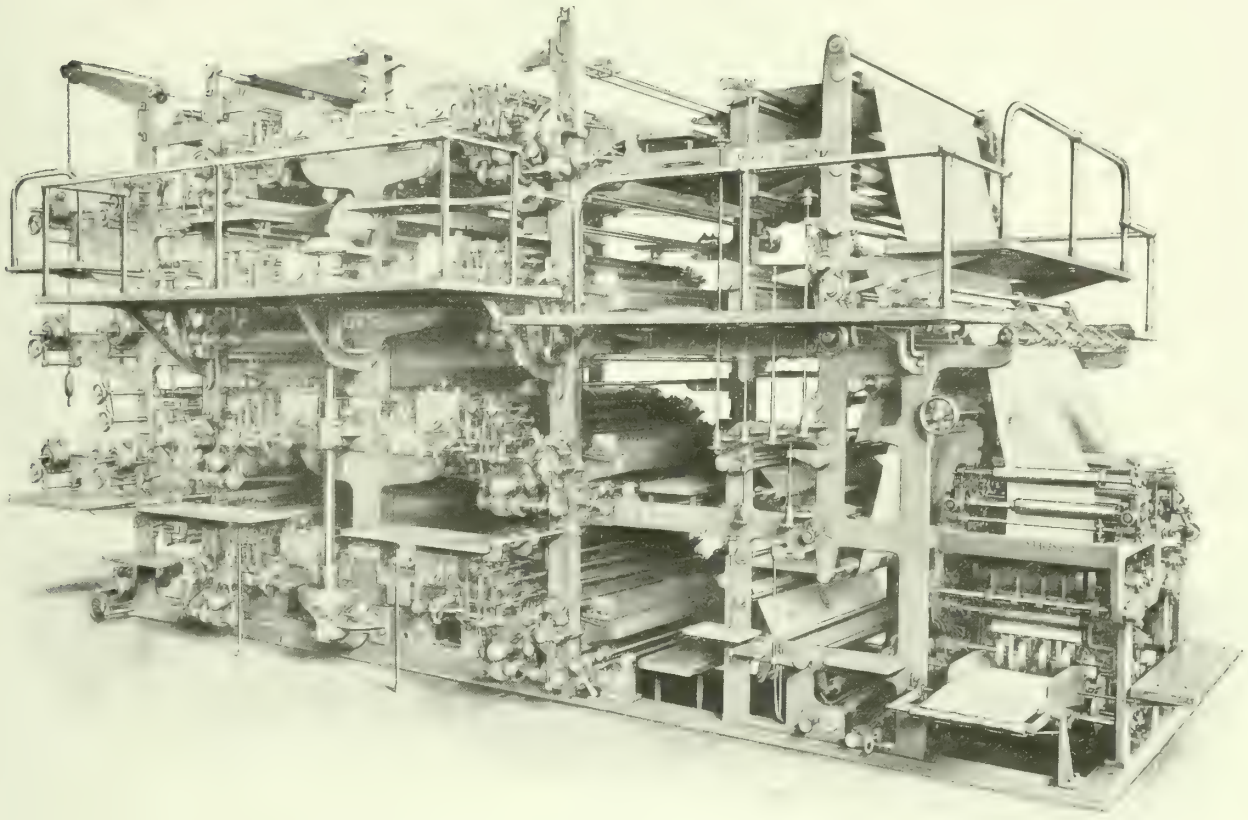
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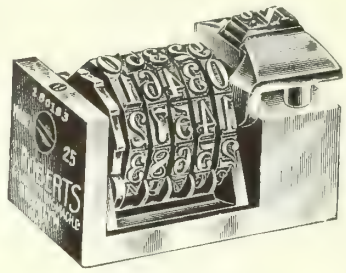
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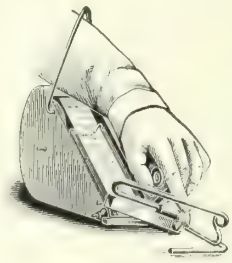
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Wood Type is light in weight and much better than metal. My prices are lower than elsewhere.

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The cover, inside and envelopes, all a perfect match.

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They Can't EXPLODE

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The Printing Art

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WM. F. KROHMER, PRESIDENT

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LIMITED

TORONTO MONTREAL WINNIPEG



PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

Vol. XXIV. Toronto, April, 1915 No. 4

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The MACLEAN PUBLISHING COMPANY, LIMITED

143-153 UNIVERSITY AVENUE, TORONTO, CANADA

JOHN BAYNE MACLEAN, *President* DUNCAN B. GILLIES, *Manager*

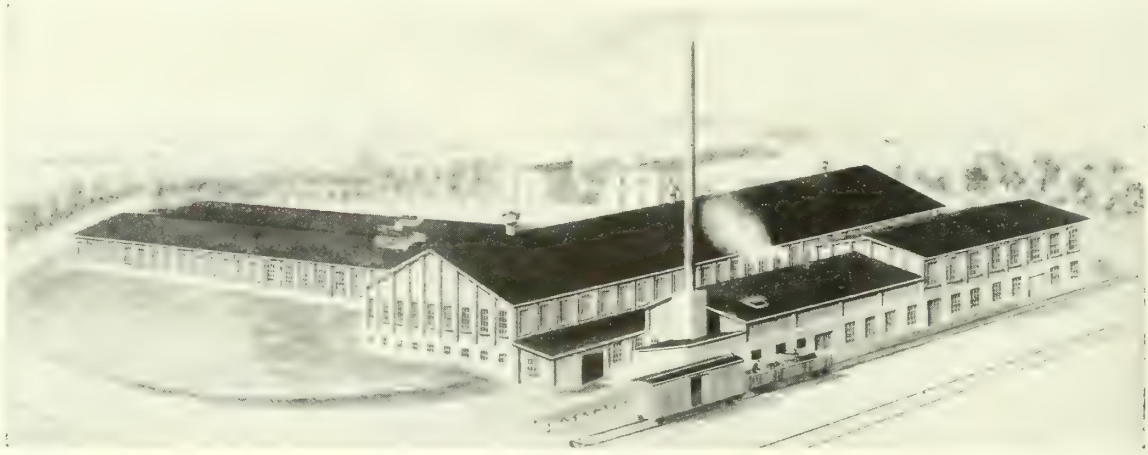
A. R. ALLOWAY, *Editor*

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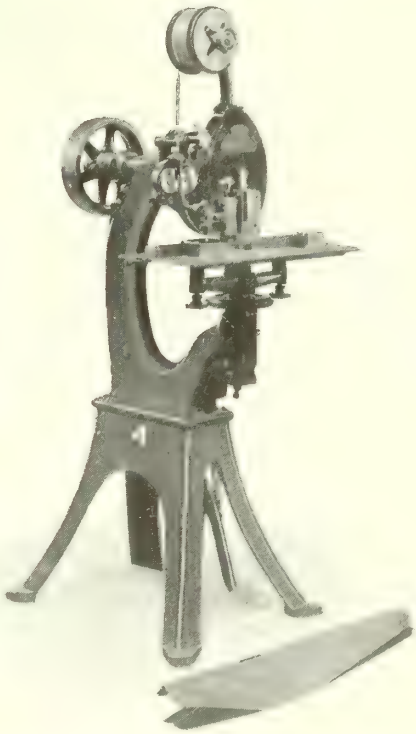
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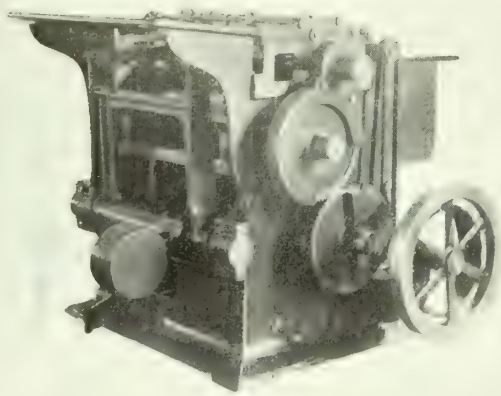
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PRINTER AND PUBLISHER

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Poster Stamps a Factor in Advertising

Something of Their Origin, Uses and Possibilities

By ALBERT RYERSON

A NEW development in graphic art, in this country and the United States, at any rate, and one that bids fair to become a staple advertising method, is the poster stamp. Incidentally a new and lucrative field is opened up for enterprising color printers and lithographers of Canada. This is the more satisfactory inasmuch as the poster stamp does not trespass upon the field occupied by any other form of printed publicity, at least to no serious extent. It is a distinctly new departure and represents an entirely new development in illustrative advertising on this continent.

An attempt was made many years ago by British artists to introduce the poster stamp in England but was unsuccessful. Credit must be given to European countries, principally Germany, for successfully establishing the poster stamp as a recognized advertising device. Ten or twelve years ago the idea was introduced on the continent and though development was slow, and the worthiness of the innovation was not at once recognized, it steadily gained ground from that time to the present.

IMMENSELY POPULAR.

It is not likely that Germany is paying much attention to poster stamps just at present but for about three years before the war commenced the idea gained immense popularity in that country. Over fifty thousand designs were in circulation and during the early months of 1914 billions of stamps were published. Advertising stamps and picture poster stamps, the latter sold through stationery stores, were tremendously popular and assortments were collected by all classes of people, just as the picture post-card craze held sway a few years ago. The collecting mania became so pronounced in some cities that it was not unusual to see signs in doors and windows of offices, "No Poster Stamps Given Away Here." During the past three years in Germany it has been the exception to see a personal letter without its picture stamp, either view or advertising, pasted across the flap.

The commercial uses of the poster stamp are many and varied. The large business firms have their complete sets of a half-dozen or more stamps, with striking illustrations and wording pertaining to their own business. Smaller concerns sometimes have only a single stamp. In either case the stamps are affixed to backs of letters, packages, invoices, circulars, distributed to retailers or dealers handling the line advertised, given to collectors for albums, to children for promiscuous posting on fences, etc.



In Europe poster stamps have been used extensively in personal correspondence.

In the United States they have already been used in political campaigns to attract favorable attention to political candidates or issues. Anti-saloon leagues have used stamps conveying pertinent statements and appropriate designs to influence voters to cast their ballots for extending prohibition, while their opponents, the liquor party, have used the same form of publicity to gain an opposite end.

An automobile manufacturer recently conceived the idea of pasting a stamp on every copy of a form letter, going to a large list, asking the recipient to hand the stamp to "your child, or lacking one of your own, to your neighbor's." A card was also enclosed which might be redeemed by the company when returned with several poster stamps.

USED BY DAIRY IN CONTEST.

Poster stamps were recently used to good effect by the City Dairy Co., Limited, Toronto, in connection with a contest among its patrons. Milk bottle caps and poster stamps were used in conjunction, each cap and each stamp bearing a letter of the alphabet. These were saved by customers receiving them and on the day the contest closed it was announced that the words chosen were, "Eat City Dairy Milk," each word to be spelled with one poster stamp and the rest of the letters bottle caps. "K" was the annoying letter, there being only a small supply of these, though enough to make the contest interesting.

OTHER THAN COMMERCIAL USES.

In addition to being used for strictly commercial purposes poster stamps have gained a considerable popularity

in other directions. An Ottawa concern recently started business with the intention of publishing a large number of Canadian view and other stamps for sale in sheets through bookstores. An excellent war series was gotten out, though "picture stamps" would be a better name for these than poster stamps, in that they do not carry out strictly the poster idea. Similar stamps have been used on occasions by business firms, the only advertising appearing on them being a line in small type bearing the name and address of the firm issuing them.

For several years a small poster stamp has been used at the Christmas holiday season by the National Sanitarium Association to rouse public interest in their various hospitals for consumptives. These stamps are sold and the money used towards caring for needy consumptives. Each year for several years the association has issued a new design in poster stamps that has had a large sale in many places throughout Canada but the name "poster stamp" has never been applied to them, and it would seem that added interest would be aroused if this now familiar designation were used.

Stamps advertising exhibitions and fairs have also been used quite extensively, and the local business firms are generally agreeable to help boost the event by sticking the stamps on outgoing mail.

A splendid series was issued last year by the Barnes-Crosby Co., Chicago, each bearing the words: "Do Your Christmas Shopping Early." The colors and general effect of these stamps were excellent.



Specimens of gaily colored poster stamps produced in Canada by the offset process in the plant of Stone, Limited, Toronto.

"MADE-IN-CANADA" POSTER STAMPS.

On one of the plates accompanying this article a number of stamps are illustrated featuring the "Made-in-Canada" idea. These are being used by a number of business firms and it would seem a good feature for the consideration of the Government. If the Department of Trade and Commerce were to issue an attractive series of Made-in-Canada stamps and distribute them gratis to interested manufacturers, the effect would be to stimulate the sale and export of Canada-made goods and improve labor and financial conditions in this country.

POSTAGE TAX SHOULD GIVE IMPETUS.

An impetus should be given the postage stamp "industry" in Canada by the tax of one cent on each letter or postcard that will soon be imposed. The reason of this is that advertisers will be anxious to make economies in their postage expenditures and one way in which this can be done is to have some sort of catchy advertising matter going out with every business letter. Poster stamps are one of the best mediums for this purpose. Two could reasonably be sent with each letter, one on the letter-sheet and a different design attached to the envelope. There is a splendid opportunity here for Canadian manufacturers and business firms to popularize their lines at small cost and printers and lithographers should not be backward in pointing it out.

BEST RESULTS BY CONCENTRATING ON A SINGLE IDEA.

The best authorities on the poster stamp art have been pointing out repeatedly that the most effective stamps are those which carry a single idea. Many otherwise good stamps have been spoiled by too much wording or a lack of cohesion between wording and illustration. Every single design should be the result of the most careful study, much more so, no doubt, than in the case of a piece of advertising matter that is not confined to such small space.

Poster stamp advertising is at its best when it seeks to register a single impression on the mind of the public. Other ideas may be expressed by other stamps and these may be linked up in a series and where such a systematic arrangement can be worked out. The entire series should be sent out in such order as to secure the greatest cumulative effect, having regard to the relation of each design to the others in the series.



Exhibit of poster stamps produced by The Herald Press, Montreal.



A group of poster stamps, most of which feature the made-in-Canada idea. The one in centre of top row is by Herald Press, Montreal, and the one in lower right corner by Bulman Bros., Limited, Winnipeg. Others are by the Federated Press, Limited, Montreal.

Some good poster stamps have been produced in four colors, but, according to a British authority, the most striking effect can be secured by the use of two or not more than three colors, and this is borne out by comparisons of actual samples. The writer in question has the following valuable advice to give with regard to the production of poster stamps:

"The principal condition for the successful and brilliant poster stamp is that it be decorative and simple, yet striking in design and conception, and bold and strong in coloring. Great ingenuity can be shown in the concentrated idea. The design should not be on too large a scale, the aim being to obtain as broad as possible an effect in a small compass. It will be found advisable to employ two or three colors only. Avoid thin and transparent washes, but rather work with masses of flat and opaque color, without attempt at shading of any sort.

"It is necessary to pay the greatest attention to the lettering. This should form a vital part of the design and should certainly not be added as an afterthought. The wording must be short and precise. Do not lose sight of the important fact that it is intended to bring lucidly to the mind of the public the wares it advertises."

BEAUTY AS WELL AS UTILITY.

The commercial value of poster stamps as advertising mediums is invariably determined by their effectiveness. This will be true more in the future than it is to-day for the reason that the collection craze is reasonably certain to gain popularity in Canada and the inartistic and cheaply produced poster stamps will not have much chance of being preserved in albums by collectors. But for those stamps that stand high from an artistic point of view there will be a cumulative effectiveness that will exceed that of an attractive advertisement in the bound volume of a magazine, for the reason that such stamps will be given a place in numerous picture books that will be turned over and over again by admiring and critical collectors.

The extent to which the collecting craze has spread in Germany, Italy, France, Denmark, Holland and Switzerland and other European countries is simply remarkable. Stamps are eagerly sought after by numerous collectors, and each new issue is registered by two or three societies, which have been founded for the special purpose of fostering the movement toward art in advertising and to stimulate the public taste. These societies are in constant touch with the collectors and arrange for the sale and exchange of the really artistic stamps in shops throughout the continent. The Society of Poster Art in London has done much to encourage the introduction of poster stamps in Great Britain.

The Right and Wrong Depreciation Rates

A LETTER recently mailed from the office of National Secretary Tyler to the members of the United Typothetae and Franklin Clubs of America, should be of special interest to all members of the printing fraternity. The letter is as follows:

To the Members of the United Typothetae and Franklin Clubs of America—

The collectors of Internal Revenue are at the present time making an examination of Corporation Income Tax returns for the years 1909-1913, inclusive. The National Office of the United Typothetae and Franklin Clubs of America has received information from various districts that collectors have been instructed by the government to reject reports showing deductions for depreciation in excess of the following:

Machinery, annual rate	5%
Type, annual rate	5%
Fixtures, annual rate	3%
Buildings, annual rate	1%

The members of the United Typothetae and Franklin Clubs of America are advised to deduct from the Tax Report for 1914 the rates of depreciation recommended by the American Printers' Cost Commission. They are as follows:

"That the standard rate of depreciation on standard machines to be charged to cost of production shall be 10% annually of original purchase price."

"That the standard rate of depreciation on type to be charged to the cost of production shall be 25% per annum of its original cost."

"That the standard rate of depreciation on stands, chases, stones, etc., to be charged to cost of production shall be 10% per annum of their original cost."

Approval of the foregoing depreciation rates may be denied by the collectors, but it is the opinion of this National Office that a protest to the Hon. W. H. Osborne, Commissioner of Internal Revenue, Washington, D.C., stating that these rates have been adopted by the various International Cost Congresses and reaffirmed by conventions of the United Typothetae and Franklin Clubs of America, and have been acknowledged as proper and reasonable and accepted as standard by the leading printing offices of this country, will result in their acceptance by the Commissioner.

P. P. TYLER, Secretary.

Evolution of the Trade Paper

CHARLES T. ROOT, president Root Newspaper Association, recently addressed the students of New York University on the evolution of the business paper, and gave many interesting details showing the enormous growth of class publications during the past half century and particularly in the past 20 or 30 years, a growth, by the way, which it is self-evident could only be based upon real service to readers and advertisers alike.

Mr. Root carried his audience back to the year 1846 when William Burrow, Jr., and Robert Boyd ventured on the novel experiment of launching a trade periodical called the Dry Goods Reporter and Commercial Glance, which as the Dry Goods Economist of to-day was destined to become the dean of business papers in America. Then he said:

"In 1856, in which year was published the *Newspaper Record*, the first list of American newspapers to which I have access, there appeared the names of but three class journals, and, of these, two were in the real estate field, so that apparently in the first ten years of the life of the *Economist*, the dry goods trade seems to have remained the only one to boast its own special organ.

"In 1856 the *Iron Age* first saw the light and the examples thus set began to be followed in other lines. Up to 1869, however, the growth of the trade paper was still extremely slow.

"During the next thirty years the breed increased and multiplied at such a rate that the American Newspaper Directory for 1899 listed nearly 800 non-religious class journals. To make room for this number it had been necessary for the enterprising publishers to make for themselves fields in nearly every gainful occupation, so that now almost every distinguishable line, from the rolling mill and ship yard to the barber, the stamp collector and the undertaker, has one or more special organs.

"Pretty nearly the whole field being occupied, the increase in number of trade papers is now very gradual. The statistics for 1914 seem to show a net gain of only twenty-five titles in the last fifteen years. In future years, in obedience to the general tendency towards larger units, this number is likely to remain stationary if, indeed, consolidations and the natural mortality among weak publications do not actually decrease it.

A GENERATION AGO.

"A generation ago, when I entered this field of work, the average trade paper occupied a position which could only by courtesy be termed important. Its circulation was very moderate and not always accurately stated. In its editorial room the paste pot was often mightier than the pen. Its treatment of markets and other trade subjects was both superficial and conventional.

"While the burning questions, the really vital and sensitive spots in the trade, it touched but gingerly, or avoided entirely lest advertising 'patronage' held mainly on the tenure of personal favor should be withdrawn. Its advertising canvass was tinged with apology and involved the consumption of more shoe leather than brain tissue. Its advertising rates was a 'movable feast' and as a solicitor, not the paper, commanded the business, the commissions it paid would have been ruinous had the expenses of getting out the publication amounted to anything comparable with those of the present day.

"On the whole I presume that the business press of 1870, like that of 1915, was about as good as the respective industries catered to would appreciate and support.

"The actual contrast of the business press at the two epochs is, however, very marked. Whether regarded from the editorial, reporting or mechanical standpoint, the best practice of American trade journalism to-day outclasses anything ever before shown in this country or anything ever accomplished in Europe.

"I say the best American practice, for the business journals of this country are still very unequal in importance. Our typical high-class trade paper to-day, instead of being comparatively cheaply edited, commands, and to hold its place, must command, the best class of brains and talent to be found in the industry or business which it represents.

QUALITY CIRCULATION.

"Many people who know the high reputation of some trade paper, who have observed its imposing size, and noted the respect with which its statements and statistics are quoted, are astonished to learn that its edition compared with the circulation figures given out by some of the dailies or magazines, is seemingly insignificant.

" 'What,' they say, 'only 15,000 subscribers? We supposed it had 150,000 at least.'

Such people overlook the fact that while each copy of a daily or magazine is aimed at a single individual reading or purchasing capacity, each copy of the trade paper is addressed to a purchasing capacity of many hundreds or many thousands.

"It is a big trade which can absorb 15,000 copies of its trade paper, a trade with a buying capacity which is almost incalculable.

ADVERTISING.

"The art of advertising as I comprehend it consists of essentially talking to a hundred or a hundred thousand buyers with as nearly as possible the same force and freedom as the advertiser would display in talking to a single buyer in his own office.

"The reticence of the manufacturer and wholesaler has been, however, gradually broken down, and with a higher and more appreciative attitude toward trade paper advertising on their part, this advertising has increased in its art and psychology and its drawing power until now the best advertising in the best business papers is perhaps the best advertising in the world.

"Trade and technical newspapers have reached their present position in spite of obstacles which have impeded, but could not prevent their growth toward their rightful stature and standing. The chief of these obstacles -the one which practically includes them all has been ignorance. Now, there are some enterprises which thrive on ignorance. The less people know about their inside workings the better for the enterprises.

"Business publishing is not in this class. For many years one of the chief labors of the editor and publisher in this field has been to make the people who ought to be in close and constant touch with them, understand their aims, the methods, the equipment, and the possibilities of the paper under their charge.

"But it has been slow work. The should-be subscriber has, because he was uninformed, too often decided that $2, or $3 or $5 was too much to spend, when if he realized the potential profit he was rejecting he would readily have paid $50 rather than miss it.

ENJOYS GREATEST ATTENTION.

"The should-be advertiser too often, dazzled, perhaps, by an ambitious program of general publicity urged upon him and unaware of the special knowledge of his peculiar problems possessed by his trade or technical paper, has turned his back upon his natural, most economical and most efficient advertising counselor and executor.

"The large advertising agency, dependent for success on heavy appropriations, has too often, simply from lack of information, ignored the trade or technical paper whose co-operation would often save both agency and client from a disastrous campaign.

"The Federal Legislature has under misapprehension attacked and harassed the business press in its relations with the Post Office. But happily the persistence of the publishers and the insistence of practical experience have made many inroads upon this deadening ignorance, and all classes concerned are coming more and more to comprehend and respect the business newspapers and the service which they render to the whole commerce of the nation.

"There is probably nothing in the way of current printed matter which the business man reads with more attention or more credence than his chosen business paper. He feels it to be not only intelligent and accurate, but nonpartisan and free from any secret influence."

"Who Are You"

THE ABOVE have been chosen as the title for a clever little four page and cover, envelope size, booklet, gotten out by Carp (Ont.) *Review*, James A. Evoy, proprietor. The contents include a quotation from Elbert Hubbard giving a practical definition of advertising, saying that it is the "education of the public as to who you are, where you are; etc. The middle two pages contain the article "Country Weeklies Give Good Results," by Arthur Brisbane, which appeared in last month's PRINTER AND PUBLISHER, and also some information regarding the Review and the field it covers. On page four we find the following: "James A. Evoy says: 'Let the farmers of Carleton county know who you are, where you are and what you have to offer them in the way of commodity or service by inserting an advertisement (large or small) in the columns of their home newspaper, the *Carp Review and Carleton Co. Advertiser.*' " The idea of Mr. Evoy of making practical use of articles and extracts from PRINTER AND PUBLISHER suggests to other publishers and printers also the possibility of making good use of their trade paper in this way.

THE EDITORS' VIEWPOINT

The Insurance Value of Publicity

"I'VE BEEN in business twenty-eight years and I've never advertised and never will. My business started in one room over in an old building on a back street and now we occupy every inch of this five-storey building on one of the best corners in town. Now, young man, I've talked advertising to some scores of men with all sorts of schemes and there's not one of them could convince me that there's any kind of advertising that would do our business any good."

Such were the remarks, in effect, which the head of a large manufacturing concern handed out recently to a printing salesman who called on him in reference to getting out a catalogue to the trade. Although the salesman tried every line of argument and received a fair hearing it was to no avail. The "prospect" seemed absolutely hopeless.

The unfortunate part of it was that the "old man's" statements appeared to be substantiated by the facts. He really had built up a large business in the comparatively short space of twenty-eight years without the aid of advertising, except in a very limited degree. There were several reasons which should be understood, however, and each of them should be of some significance to all of us in our effort to spread the gospel of profitable publicity.

It is reasonably certain that the firm might have boasted of several more storeys, representing a much larger business, had they had the aid all those years of the white light of judicious advertising. Secondly, the man at the head was an expert in his line—one whom no other could even approach in inventive genius and thoroughness of workmanship; one of the old school that is rapidly passing away. Also there had been no competition at first and very little in later years. The articles manufactured were necessities, however, and there are at present three strong competitors to the original makers.

In the light of these facts here is where the value of advertising comes in and the answer can be given to our friend, Mr. No-ad, even if he does refuse to be convinced. His difficulty is that he is looking backward, not forward. He is living in the past, not the present and future. It is conceivable that within the next few years with strong competition from the three firms in question, his concern may suffer a decided drop in sales, for, though he still possesses the advantage of a superior product, the aggressive sales methods of the others may be his undoing. It is likewise fairly reasonable to suppose that within the next ten years, at most, our friend will be forced to relinquish his hold on the management of the business, for he is now past fifty-five and none too vigorous. What is to happen then? Will his years of experience and his remarkable success still be sufficient to hold the trade? We doubt it very much.

Just here is where the insurance value of advertising comes in. The right kind of publicity can be made to do for a manufacturing institution what life insurance will do for an individual or what an executor will do for an estate. Advertising will bridge the gap when all other means fail. Would the public cease to buy Pears soap if the head of the firm, or the inventor of the chemical process were to die. Or the same of Quaker Oats, or Old Dutch, or many other widely-known articles that owe their fame to advertising. Of course not. And, of course, our friend is making a tremendous mistake in supposing that his unusual success of the past twenty-eight years will continue for the next quarter century and the next. The reason is simple. The problems of his business are entirely different to-day and the future outlook is entirely different to his experience of the past. He simply must adjust himself or fall before more modern competition.

Are there any similar cases in your field? Are you playing up the insurance value, the cumulative possibilities, of publicity in your sales talk?

Is Your Business on a Sound Basis?

SCIENCE and invention, like the brook the poet sings about, are destined to go on forever. All will agree that the printing industry has had its full share of new inventions during the past quarter century. Indeed, one cannot resist a feeling of awe when one looks back for that period and considers the rapid strides that have been made in the arts of typesetting, printing and binding. Every branch of the graphic arts has been revolutionized. A modern Rip Van Winkle, awaking to-day after his twenty years' nap, would have difficulty in recognizing the industry at all, so far as the processes of production are concerned.

But despite all that has been achieved the end is not in sight. Inventors continue to invent and expert builders continue to design and build. None but the veriest novice would suggest that the advance in methods of production in the graphic arts was even approaching an end. Almost every day some new invention is put on the market that increases production or raises the standard of quality or perhaps both. Development continues in typesetting and typecasting machines, in automatic press and automatic bindery equipment, some machines being almost human in their wonderful capabilities and elasticity.

With these facts clearly in mind it is not difficult to understand the meaning of the words "displacement allowance," as applied to a fund set aside for the purchase of more up-to-date equipment to replace or more correctly, "displace," that which has become obsolete. It should be unnecessary to add that this allowance should be regarded as a legitimate expense of the business and by distributing it equitably over a period of years, eventually charging the entire amount against the cost of production. In other words—the customer, rightly and logically, pays the bill. Those printers who have been allowing for displacement during past years are now in a good position to install new equipment from time to time, bringing their plants up to date.

None of us can erase our mistakes of the past but we certainly can profit by them and use them in our future conduct. Because printers have been making no allowance for "displacement" in the past is no reason for continuing along the same course. Not to make the customer provide for the cost of "displacement" is wrong and nothing can make it right. On machinery the United Typothetæ has

declared that ten per cent. should be written off for depreciation and replacement allowance every year, thus wiping out the entire cost in ten years, and that this amount should be included in overhead expense and distributed properly as part of the legitimate cost of production. *The customer must pay for it.* Some authorities prefer making a difference between the first year and subsequent years and place the amount to be written off at twenty-five per cent. for the first year and at least five per cent. and in some cases ten per cent. for subsequent years.

If you have not been making any allowance for displacement why not start now and do the square thing by yourself and your plant? Who is going to step in and help you when your plant becomes obsolete? The best way is to put it on your customers' bills as you go along. Don't delay to put your business on a *sound basis.*

Ten Links in the Chain

DID YOU ever stop to analyze the various events that comprise the component parts that enter into every job of printing that passes through your establishment? Did you ever make a study of each with a view to "tightening up" on the weak spots?

According to a speaker at a recent luncheon of the Ben Franklin Club of Cincinnati there are, generally speaking, ten links in the chain of events in the history of a job of printing. Five of these operations belong to what is commonly called "the front office" and five of them are part of the shop. Here they are, not in order of their importance, but arranged chronologically:

1. Sales, credits, estimating.
2. Entering the orders.
3. Ordering the material.
4. Composition, proofreading.
5. Cutting.
6. Press work.
7. Binding.
8. Wrapping, packing, delivery.
9. Cost system.
10. Bookkeeping, collections.

"A chain is no stronger than its weakest link" is a familiar axiom and it applies to the selling and production of printing as much as to anything else. For example, if all the other units except the press work are properly handled, but just that one "link" is faulty and below the high standard set by the other units, then it follows that the whole work is marred and unsatisfactory. So it is if the press work is properly handled and some other component part is not up to par. Or perhaps the weak spot is in the cost system methods or the selling or collection departments.

The point is that every printer should make a minute study, unit by unit, of his entire organization. Only by so doing can the weak spots be removed and the whole process of selling and production made sound and complete.

To check up with the aid of the ten divisions given here will be a step in the direction of putting your business on a scientific basis. If you can make a fair, candid analysis of your organization, you will have gone a long way toward increasing the efficiency of your plant.

The Optimism of Advertising

A WORD that is frequently misused is "optimism." A man engaged in any business whatever who looks for success without exercising his faculties to achieve it, is not an optimist, but a fool. The true optimist is the man who hopefully faces conditions as they exist.

The following article from the New York *Outlook*, dealing with the inherent optimism of advertising, is reproduced here because of its practical value for the business man:

Two things make advertising almost a synonym for "optimism." One is that the advertiser who would be successful must be an optimist. The other is that when an advertiser loses his optimism he generally cancels his advertising.

"Business is rotten," exclaims the manufacturer, and forthwith orders all his advertising stopped, little realizing that his own action is one of the causes that makes business rotten.

Cancelling advertising is so easy that it is nearly always the first step toward retrenchment. The matter is seldom decided on its merits. It is impulse. Advertising must be an expense, the advertiser reasons. Therefore to cut it off effects a saving.

The stoppage of advertising during times of stress and change has two bad effects upon the business involved. It turns off immediately a method of securing new business and holding old business. In addition to that, it advertises the pessimistic views of the advertiser, and therefore spreads his own lack of faith in himself, his goods, his country, and the future to other business men who are perhaps also on the verge of doing the same thing.

Without in any way minimizing the crisis which the world now faces, without ignoring the fact that a long, expensive war in Europe will result in a great deterioration of values and a tremendous adjustment of commerce and finance when it is over, there is nevertheless sufficient ground for believing that this country is going on, that the manufacture and consumption of goods will continue, and that the manufacturers who are enterprising, alert and far-sighted enough to take advantage of existing and new markets and to push their business as they would in ordinary times, are going to benefit by their actions.

The point is that the war will either end everything in the world or it will not. If it does not, business, among other things, must go on. In our own country it must go on now. It cannot wait until the war is over.

In this country there are a hundred million of us who must live and who must buy all the things that make life possible, and somebody is going to supply these things.

There are very few articles that we cannot make or produce. We have now an opportunity to find out what we can do. All of these new resources will develop business and that activity which ultimately results in good times.

Every manufacturer who has been in the habit of advertising and who can get materials from which to manufacture his goods, ought to push on with his method of selling goods, advertising included, just as in normal times. If he is a real advertiser he will realize that at such a time his competitors will probably relax their efforts, and he therefore will make a corresponding advance in his."

Necessity the Mother

THERE ARE hundreds of business firms in this country and the United States (and no doubt as many more in other countries also) that have, during the past few months, been making extraordinary adjustments in their production or sales branches, or in both, depending altogether on the nature of each particular business and the position in which it was placed by war-time conditions. There are hundreds more who *should have done so* and many who *will* eventually— *or go out of business.*

It's a hard lesson for some travelers to learn that when in Rome it is at least discreet to fall in line with the natives and it appears to be an equally hard lesson for many manufacturers and business firms to realize that a commercial upheaval such as the world has never before experienced calls for tremendous changes in methods of production and in sales propaganda. The firms that have set about making these adjustments are profiting and will profit still more as their new plan of campaign gets under full swing.

These statements are along very general lines but they should suggest to every thoughtful printer and publisher a dozen or more local applications that can be turned into the channel of increased business in advertising or job printing. The present is a time when publicity purveyors require to study the problems of their prospects more keenly than ever before.

When the answer is given to an advertising solicitor

that a national campaign is postponed "until conditions improve," it ought to set that newspaper representative and any others who receive the same answer to serious thinking. Perhaps the prospect is right. It is, of course, possible that his business is of such a peculiar nature that there is abolutely no use to advertise at present. But that is not likely and it is up to the newspaperman to try and find the real trouble and, if possible, get the prospect's attention turned in the direction of some new field for sales.

Or take the case of a printing salesman who is bluntly told that the usual annual catalogue will not be issued this year. On being asked the reasons he is given the delightfully indefinite information that "it is on account of the war." It is certainly a temptation to reply, "Well, because Sherman said, 'War is Hell,' what are you going to do about it—sit down and let your business go to War?" But whatever the excuse that is given there is, or ought to be, a real reason if this year doesn't permit of the publication of a catalogue and it is up to the salesman to get a line on the facts. In a good proportion of cases, by doing so, he will be rewarded by orders.

The answer may be the manufacture of a new line or the expansion of sales campaign to hitherto untapped fields or the intensive cultivation of the agricultural constituency right at our doors, or a number of other possibilities that will suggest themselves as each individual case comes up. The point to be remembered is that orders for printing and advertising are to be had this year and can be secured by salesmen with plenty of ingenuity, imagination and resourcefulness. This is a year when men of ideas are wanted and wanted badly. No others need apply.

"Newspaper Subscription Rates"

UNDER the above head Toronto *Saturday Night* brings up some convincing arguments in favor of a general advance of subscription rates on Canadian newspapers. It is interesting to note that the article implies the desirability of at least bringing rates up to cost of the white paper on which they are printed, a policy that has been persistently advocated by PRINTER AND PUBLISHER. The *Saturday Night* says:

"The tendency among newspaper owners to increase the selling price of their publications to something approximating the cost of production is becoming more apparent, and it would not be surprising if, as one of the indirect results of the war, the cent morning or evening newspapers, which are now almost universal in Eastern Canada, gave place to the two-cent paper, or even sold at three or five cents. A tendency in this direction has already taken place in Canada, for large metropolitan newspapers are no longer sold at the ruinous price of one dollar per year to points outside the home city or province as the case may be. These papers have now advanced their out-of-town subscription price to two dollars per year, which is yet too low by half. Compare such prices with that of the New York *Evening Post*, which sells at three cents per copy, or ten dollars per year.

"As a matter of fact, Canadians are obtaining their newspapers at prices far cheaper, on the average, than any other country where the English language is spoken or printed. The war has brought this forcibly home to Canadian publishers, who for many years have depended upon the advertisers to make up the enormous deficits in the printing account. The absurdity of such a price as one cent for an eighteen, twenty-four or thirty-six page daily must be apparent to even the layman. Take away from the cent paid for the paper the four or five cents per dozen which represents the newsboys' profits and the sum remaining is less—and in the larger papers far less—than the first cost of white paper at the mills, not to speak of ink, press work, compositors, staff expenses and overhead charges.

"What is the result? The newspaper is dependent—wholly dependent—on the advertiser, or worse yet, is likely to fall under the direction or dictation, not necessarily known to the public, of interests, political or financial, antagonistic to the general welfare. In other words, the present situation endangers the great principles of democracy, threatens free speech, and is a menace to free and independent comment.

"The newspapers of this country must sooner or later face the problem. It is one which would have come to them, war or no war. It would have presented itself with any depression in trade —the war merely added something in the way of greater cost and loss of advertising to the publishers' troubles and precipitated the difficulties.

"If any publication, daily, weekly or monthly, is worth having and worth reading it is certainly worth the cost of production, without thought towards advertising patronage."

A Warning to Fake Canvassers

IT IS unfortunate but true that many of the fraudulent magazine and newspaper canvassers that operate in Canada from time to time make good their escape after having made a nice clean up. Because the individual amounts are small and because of the difficulty of discovering the fraud until the man has moved on, it is not often that arrests are made. It is gratifying, therefore, to find that occasionally the local sleuths get a paw on one of these rascals and sentence is meted out. One such case occurred recently in the little town of Redcliffe, Alberta, where a man named H. Pugelis, with several aliases, was sentenced to two months' hard labor for collecting subscriptions for several publications without having made due arrangements with the publishers and without the formality of forwarding the amounts collected to the various offices of publication. Pugelis cleaned up a considerable sum in Medicine Hat just prior to coming to Redcliffe and operated at numerous other points in the West also.

Local publishers should act on the impulse if their suspicions are aroused, because it is only by stiff sentences that this evil can be effectually dealt with. Every summer sees a goodly number of American artists of this character come into Canada and a serious effort should be made this year to make an example of a few of them. Their frauds are doing incalculable harm to the legitimate subscription canvasser. Local publishers should not hesitate to demand the apprehension of suspicious characters. If there is no case against them they will be able to quickly establish the validity of their authorization.

"Not High Price Printers"

IT IS difficult to see what is to be gained by a job printing firm advertising themselves in newspaper space under the heading in large type: "Not High-Price Printers." The best that can be hoped from such advertising is that it will secure orders from business concerns whose sole consideration is lowness of price, or a proportion of orders from other firms who have a certain class of work about which they are not particular as to quality.

It is a pretty generally accepted fact, especially among the larger and better firms, and these buy the bulk of the job printing, that a dollar can be depended upon to purchase a dollar's worth of value, and that when a printing firm makes cheapness of price the major note in its advertising talk that there is pretty sure to be a corresponding cheapness of quality in the product of that firm. Thus when a display advertisement is headed "Not High-Price Printers" it suggests also the thought "not high quality printers," despite the protestations to the contrary that may be included in the balance of the advertisement. It is simply a case of reading between the lines. In fact, one must allow also for many readers who will chance to read nothing but the bold type of the heading and signature of the advertisement.

There are so many other points that it is desirable to emphasize in advertising a job printing business that the subordinate note of price should not be played up. For example, an entire series of advertisements might be pre-

pared covering the various classes of work which the printing establishment is equipped to turn out, devoting one advertisement to each class, giving a talk on each. Other features that might be included in newspaper advertising are the ability to produce good work, the completeness of the equipment, the expert workmen employed, the service offered, the guarantee of delivery according to promise, the variety of type faces available, and so on. Each of these might be made the subject of a very excellent advertisement that would appeal to the largest possible number of prospects, rather than merely to those who sought the lowest price or those to whom such a suggestion would appeal.

Of course, what has been said in regard to newspaper advertising, applies with equal force to selling over the counter or in the customer's office. When it comes to talking price put on the soft pedal. Get your prospects away from the idea of "first cost" by talking "ultimate profit" through increased prestige of their concern and increased sales of their goods.

More Advertising Opportunities

TWO opportunities for increasing advertising at this season of the year are set forth in this issue and are well worthy the personal attention of advertising managers of newspapers everywhere—both large and small. Those referred to are the full pages reproduced from Lethbridge *Herald* and Winnipeg *Free Press*, devoted respectively to gardening and painting and decorating advertising. The reader is referred to pages 31 to 33 of this issue. What has been accomplished by these papers can be accomplished by others.

It is noteworthy that we have had occasion previously to refer to both the papers mentioned in connection with other notable achievements of a similar nature. Lethbridge *Herald* carried a campaign for church advertising in a series of half pages paid for by local laymen. Winnipeg *Free Press* has a standing order for fire insurance copy to be run whenever there is suitable news copy to go with it.

We mention this merely to show that enterprising papers can secure good business locally by following up original ideas. We are pointing out these opportunities in the hope that they will be developed into actual business. Will you not try one or more of them on your paper?

A Forward Step

WHAT LOOKS like an excellent innovation is being tried out by the Winnipeg Printing Pressmen's Union. This organization has inaugurated a program of addresses by experts on subjects relating to their branch of the printing art. The addresses are being given in conjunction with the regular meetings of the union, after the routine business has been disposed of. Thus an added inducement is thrown out to the members to come to the meetings and a part of the evening that might otherwise be lost is profitably spent in improving their knowledge of their work. Other local unions of the same and other branches of the trade would do well to consider following along similar lines. No doubt prominent printers, supply men, paper and ink dealers, etc., would gladly co-operate in this excellent work.

"It is not what the best men do but what they are that constitutes their benediction to their fellow men."—Phillips Brooks.

Passing of Samuel Bowles

THERE PASSED away at Springfield, Mass., on March 14, one of the most unique and at the same time best loved characters in American journalism—Samuel Bowles, editor and publisher of the Springfield *Republican*. Mr. Bowles was but sixty-three years of age and not more than ten days' illness preceded his death. For ninety years the name of Samuel Bowles—father, son and grandson, in succession—has been associated with the Springfield *Republican* and the three in turn have established and maintained that paper in line with the highest ideals of clean and independent journalism. The death of the last of the line is an event to be keenly regretted by all good newspaper men, for his life has been an inspiration to men of every rank in the profession. Something of his magnificent character and of the priceless ideals he cherished may be gathered from the following extract from a stirring address given before the Pulitzer School of Journalism in 1913:

"The primary duty of a newspaper continues to be to chronicle accurately and truthfully the events of consequence in its own environment and to promote there earnestly and persistently the public good. Consider for a moment how essential it is for the peace and order and normal healthy development of any community that its daily life and movement shall be correctly set forth to its responsible members. How otherwise can they act intelligently for the individual and the common welfare? The agency of information upon which the very structure of the community thus necessarily rests in our modern society is the daily newspaper.

"To my mind there is no occupation in which men engage, none even of the so-called learned professions, law, medicine, theology, which demands a higher standard of ethics in its pursuit than journalism and this because of its extraordinary powers and opportunities in affecting the public welfare."

Is it any wonder that the *Republican*, under a succession of proprietorships by men holding these views and consistently applying them, has come to be recognized as one of the most influential newspapers in the United States, despite the disadvantages of being published in one of the smaller cities. Although no one bearing the name of Bowles will in future be associated with the *Republican*, it is extremely gratifying to read that the character and reputation of the paper will be preserved as before. The following paragraph appeared at the top of the editorial page following Mr. Bowles' death:

"The *Republican* will adhere to those ideals of the making of a newspaper and of its public service which have been its guide in the past. The chief who is gone had made, as his father had before him, complete plans for the carrying on of the organization and for its control in harmony with the paper's established policy of independence."

Ernest Howard, of the editorial staff of the New York *World*, who for twenty-seven years was a member of the editorial staff of the Springfield *Republican*, pays this tribute to the editor's memory:

"No advertiser was ever great enough in his patronage to be able to move the paper's policy one way or the other. No political party was ever strongly enough entrenched among the paper's constituency to command its support where the general public interest seemed to speak the other way. Samuel Bowles preferred to risk business disaster rather than compromise with his convictions, and he often ran the risk.

"He emphasized the importance to a newspaper of cleanliness in typographical appearance as his life and work emphasized the importance of character and quality in the newspaper's contents. Patrician in his antecedents and assertions, he was, nevertheless, a devout believer in the broadest kind of democracy in government. He inherited a great trust; he wore himself out in devotion to it, and he left it stronger than ever as an influence for the best in American journalism."

There are too few "Samuel Bowles" in Canada. Would that there were a great many of equal courage, ability and sterling worth. There are glorious opportunities for such men in every department of the publishing business and on large and small papers alike.

Lessons from the Experience of Forty Years

By W. E. Smallfield

The Mercury, Renfrew, Ont.; Vice-President Canadian Press Association for Ontario and Quebec *

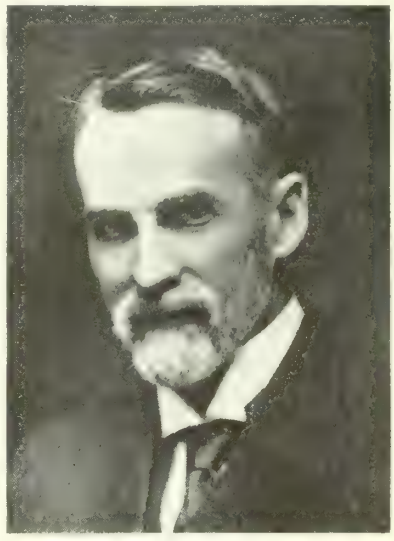
Editor's Note. When a man announces that he will review his business life and tell how he would do things "if he had it to do all over again," some might expect a visionary tale of regrets and disappointments and of dreams and ambitions unfulfilled. Not so with this stirring and thoroughly practical address by Mr. Smallfield. It is full of good cheer and inspiration, well mixed with invaluable business advice. Those who have not been long in business or who are contemplating starting, will find in Mr. Smallfield's remarks just the sort of sane enthusiasm and practical assistance that they need. Others who are farther along the road will be interested in comparing Mr. Smallfield's experience with their own. And perhaps some who have lost their vision of service or who have failed to obtain a fair remuneration for their efforts may gain fresh hope and vigor that will be crystallized in action.

MY ACTUAL experience in the newspaper and job printing business goes back over forty years, and being myself of the third generation of printers in one family, I have not a conscious moment that is not associated with it. My earliest recollections are of the old Madoc *Mercury* being worked off on an Adams press before the days of composition rollers, when the ink was put on with the sheepskin dabbers; and ever since I was thirteen years of age, I have been closely occupied with the business in all its departments. And I have few stones to throw at it, either as trade, or business, or profession.

A HAPPY AND USEFUL LIFE.

I have had a happy life in a congenial occupation, and have been able, I hope and believe, to be of service to the community—to have been able to help the people up to a higher scale of existence and to help make a tolerably well-managed and progressive town.

But it has been a strenuous life, and I feel that considering the quantity and the quality of the labors I have not had an adequate financial recompense. And looking at the matter as squarely and dispassionately as I can, I am driven to this conclusion—that for this I am partly to blame myself—my methods have not been as efficient and as well-considered as they might have been, but that my fellows of the profession are also to blame—that collectively we have been so much occupied with the minor daily tasks that we have not had time for introspect, we have been too self-centred, and in our fear of or eagerness to outdo "the other fellow" have, if we have not worked our own ruin, at least made it harder for ourselves and harder for our fellow craftsmen.



W. E. SMALLFIELD.

After 40 years in publishing and job printing business he tells us how he would do if he could "do it all over again."

"IF I HAD IT TO DO ALL OVER AGAIN."

Supposing that the gods had so ordered that now after forty years of active business life I was to have a chance to start over again, to renew my youth, and yet to be able to take advantage of my former experience, how would I prepare for the new lease of life?

We will presume that I have had a five-years' apprenticeship in a printing office, had served a few years as journeyman printer, had saved a $1,000 or so, have an itching for writing, and have decided that I would start in business in some town or village of prospects. Suppose, too, that in addition to my practical experience as a printer I had taken an I.T.U. course, or put in a few months at a printers' technical school, to get at least an inkling of the finer side of the art.

I would take a six months' course in a good business college to get a reasonable idea of bookkeeping and business methods. For let me say at the outset that one of the great weaknesses of our business—perhaps of any business where one man has manifold duties—is the lack of regularity and promptness in billing and collecting.

At one time there was at the head of the Presbyterian congregation in Renfrew the good old Dr. Campbell, afterwards moderator of the General Assembly and agent for the Century Million-Dollar Fund. While its minister he made of the Renfrew congregation one of the best missionary-giving congregations in Canada, and his method as he sometimes laughingly stated it, when asked how to do it, was "Milk them regularly." Of course he first made them feel that they should give, but he followed this with business-like methods.

LEARN TO SELL ADVERTISING.

Then I would also take a course by correspondence or at some school in the art of salesmanship. Many of us are by nature poor canvassers. I have been, and am still. I have been content to take what comes to me voluntarily. Yet if I believe that advertising is good for the individual and the community—that when I get a man's advertising I am not taking charity, just to support the paper, but have something to give him that rightly used will benefit him, why should not I learn something of the psychology of approaching him and selling him that which would do him and the community good?

These schools of business and of salesmanship were not available in my young days as they are now; but even to-day in places that are not large enough to permit profitably dividing the work into special departments, with a trained or specially qualified man in charge of each, it would, I believe, pay a publisher to take correspondence courses in

*Address delivered at District Press Meeting at Port Hope, March 22, and at other meetings in the same series held previously.

each of these lines of activity, bookkeeping and salesmanship—or perhaps even better, put somebody in charge of his plant for a time and go personally to the schools where these branches are taught. In the long run it might be time saved and money made instead of time and money lost.

BUYING A PLANT—HOW MUCH TO SPEND.

And now a trained printer, with a good general knowledge of business methods, and some money, I proceed to buy my plant. How much money should I have to start? How much should I have before a supply house should entrust me with a plant? As most of you know I have had some municipal experience and have had something to do with developing industries. And when I went to induce local capitalists to help or take stock, I found that one of our level-headed wealthy men took this position—"I'll go dollar for dollar with the man himself." The theory was he must have something saved, some visible evidence of personal capacity and thrift. I take it that it is well in ordinary cases—of course there are exceptions to every rule—that it is well for himself and all others, that a man should be possessed of at least half what is needed before he launches into business. The discipline of earning and saving is good for him. It gives some idea of comparative values, and fits for a steadily expanding business development.

THE TYPE AND MACHINES TO BE PURCHASED.

In buying the plant it is almost trite to say in this day that I would buy type in weight fonts, of good size, in series, but not too many series, and buy plenty of spacing material and a goodly number of labor-saving implements. In my early ignorance I used to smile at the "lots of spacing material" idea as a type-founder's method of promoting his own business; but there's money in it for the printer. At one time the rule-cutter was barred in *The Mercury* office. Everything in lead and rule was labor-saving. But with the linotype there is so much that can be produced that the rule cutter and the mitering machine are most useful.

The question of hand composition or machine for a small town office is much one of local conditions. If you can get boys and girls at a cheap rate for the straight hand-setting, in a small town, it may be well to keep that policy. Still, a machine is a great asset. In competent hands it has great mobility. But if your town is not large enough to permit you to employ a machinist-operator don't touch the machine, unless you or some member of your family have some mechanical knack. I have had a linotype for seven years now. For six it has been a joy. For one, when it fell into unskilled hands, I had the most miserable few months in my recollection.

THE HOUSING OF THE PLANT.

Now having selected the town where I am to locate, and selected my plant, under what conditions would I start in the village or town itself? From the outset I would have in my mind that I intended to make the business a force, a leader in the community, and hence I would not look out for a cheap place on a side street; but would not break into this business at all until I could command sufficient capital or credit to get one of the most central and best-looking premises in the community. And I would keep them bright and shining and well-groomed. Tidiness inside and out—both as the training for and the evidence of a methodical and well-ordered mind would be my aim. Now I do not want to pose in this matter. I know something of the difficulty of keeping ahead of the accumulation of paper. But for our own sakes and the sake of the business it should be done.

Perhaps I have been a little better than the average in this matter, through no merit of my own. The Madoc office of which I have spoken was located in what had been a doctor's surgery—the family occupying the remainder of the house. And so the printing office came under the eyes of the women folk of the household and my earliest impressions were of a tidy office; and I believe it has been of value to me all through life.

Let us proceed on the basis that our business is to be a model for the business men of the community; and a tidy

Date Jan 4th Employee No. 2

Time		Work	Job No.	Time		Work	Job No.
	7 00				1 00		
1	7 06			1	1 06	17	938.
2	7 12			2	1 12		
3	7 18			~~3~~	~~1 18~~		
4	7 24			4	1 24		
~~5~~	~~7 30~~			5	1 30		
6	7 36			6	1 36		
7	7 42			7	1 42	15	938.
8	7 48			8	1 48		
9	7 54			9	1 54		
10	8 00	1		10	2 00		
11	8 06			~~11~~	~~2 06~~		
12	8 12		941	12	2 12	31	938
13	8 18			~~13~~	~~2 18~~		
14	8 24			14	2 24		
15	8 30	2		15	2 30	22	941
16	8 36			~~16~~	~~2 36~~		
17	8 42			17	2 42		
18	8 48			18	2 48	1/2	
19	8 54			~~19~~	~~2 54~~		
20	9 00			20	3 00		
21	9 06			21	3 06	6	935
22	9 12			22	3 12	7	
~~23~~	~~9 18~~			23	3 18		
24	9 24			~~24~~	~~3 24~~		
25	9 30	14	941	25	3 30		
26	9 36			26	3 36		
27	9 42			27	3 42		
~~28~~	~~9 48~~			28	3 48		
29	9 54			29	3 54		
30	10 00			30	4 00	3	7
31	10 06	6		31	4 06		
32	10 12			32	4 12		
33	10 18			33	4 18		
34	10 24		941	34	4 24		
35	10 30			35	4 30		
36	10 36	7		36	4 36		
37	10 42			37	4 42		
38	10 48			~~38~~	~~4 48~~		
39	10 54			39	4 54		
40	11 00			40	5 00	5	
41	11 06			41	5 06		
42	11 12			42	5 12		
43	11 18			43	5 18		
~~44~~	~~11 24~~			~~44~~	~~5 24~~		
45	11 30			~~45~~	~~5 30~~	9	
46	11 36			46	5 36		
47	11 42	17	938	47	5 42		
48	11 48			48	5 48		
49	11 54			49	5 54		
~~50~~	~~12 00~~			50	6 00		
51	12 06			51	6 06		
52	12 12			52	6 12		
53	12 18			53	6 18		
54	12 24			54	6 24		
55	12 30			55	6 30		
56	12 36			56	6 36		
57	12 42			57	6 42		
58	12 48			58	6 48		
59	12 54			59	6 54		
60	1 00			60	7 00		

Time Card used by Renfrew Mercury. Hour is divided into units of six minutes each.

well-painted exterior, and a tidy business office, or at least a tidy business counter, is possible to any of us. It has an influence on our own habits, it has an influence on the people's estimate of us. It means dollars both ways.

COST KEEPING IN THE SMALL OFFICE.

Then as to the matter of cost-finding. In a small office, where the proprietor is close to the work nearly all the time, it may not seem necessary to have a time-keeping or

cost-finding system for the purpose of keeping the workers at their best; but even there I believe it will pay to have a time card and keep a record of costs, if for nothing else than the effect of strengthening one's backbone in making prices.

Some of us tried Mr. Imrie's adaptation of the Standard cost-finding system. To be frank I found considerable opposition to it with my staff—partly because of the large number of cards—and for a time it was abandoned. But cost-finding is in force again in *The Mercury* office, with a different time ticket (a copy of which is reproduced herewith). You will note that the hour is divided into tenths, not into five-minute periods. This, with the figures down the side, permits a rapid figuring of the time. For instance we start work at 7.30. Employee No. 2 has spent from 7.30 to 9.18 on operations 1 and 2 (to be found listed on the back of the card) on Job 941. How long time is that? 5 from 23 leaves 18. That is one hour and eight-tenths, readily calculated, to go on the job record card, a sample of which is also exhibited. Outside of that, certain of the cost-keeping sheets of the Standard system are used or adapted. We have an unchanged staff averaging between five and six employees, and it takes one person on the average about half an hour a day to make up the cost sheets and fix the prices on the work done.

1. Hand Composition.	19. Hand Numbering.
2. Lock up. Pulling Proof. Reading. Corrections	20. Binding.
3. Make-up.	21. Gathering.
4. Machine Composition.	22. Padding.
5. Distribution.	23. Counting.
6. Make Ready.	24. Tipping.
7. Running.	25. Jogging.
8. Special Wash-up.	26. Bronzing.
9. General Wash-up.	27. Interleaving.
10. Slip Sheeting.	28. Punching.
11. Press Punching (extra run).	29. Eyeletting.
12. Press Perforating (extra run).	30. Round Cornering.
13. Scoring.	31. Parceling.
14. Cutting Stock.	32. Waiting for O.K.
15. Trimming.	33. Superintendence
16. Hand Folding.	34. Cleaning Up.
17. Stitching.	35. Repairs.
18. Perforating.	36. Ordering or Handling Stock.
	37. Cylinder Presswork.
	N. Newspaper.

List of Operations on Back of Time-Card Used by Renfrew Mercury.

COSTS OF PRODUCTION PER HOUR.

Our hour costs for the last few months have been as follows: Hand composition, 98c; platen press, 67c; hand binding, 33c; machine binding, 79c; machine composition, $1.20. We charge as follows as cost price: Hand composition, $1; platen presses, large, 70c, small, 60c; machine binding, 80c; hand binding, 40c; machine composition, $1.20. (In answer to a query what the product of the linotype was, Mr. Smallfield said about 3,500 ems an hour with them on the average, because mostly on straight newspaper matter. Where there was changing to job work the average dropped to 3,000 ems an hour.)

At the Typothetæ gathering in New York a few months ago it was noted that out of 3,000 requests made for cost records, only 107 answers were received, and the hour costs of these averaged: Hand composition, $1.36 an hour; linotype composition, $1.85; job presses, 72c an hour; cylinder presses, $1.98. These, remember, are cost, not selling prices.

THE EDITORIAL POLICY.

Touching the literary management of the newspaper, a hint or two. Of course it is taken for granted that you rake the community for local news. That is the foundation. But two points I would emphasize. Feature the municipal proceedings. Report the sayings of the councillors. Make your people feel that it is one of the most effective of public services. Rosebery and Chamberlain have both said that their happiest public work was done in the municipal arena. I have found that attention to this feature makes the paper interesting to the readers in both town and country, and does more, it makes for a better town. I would advise, too, that you criticize as little as possible. Sometimes this is needed, but generally if you talk it over with the councillors and get their point of view you will find there is some reasonable ground for the action they take, and you can get the people to sympathize with it and at the same time imbue the councillors with a desire to give good service. At one of our press gatherings a very worthy member advised that we criticize our municipal legislators sharply to let them see that we know as much or more than they did. That to my mind is a mistake. Rather praise the men and thus glorify their office and you eventually will get the benefit. Build up your community by sympathy and praise without criticizing.

One other point—the editorial column. In the rush of work it is difficult for the average village or small town editor to produce an editorial column. There have been years in which I was a sinner in this respect myself. "Get the local news and never mind the editorial or general matter," was my idea then. I now believe that, too rigidly followed, is an error. Even the village paper will occupy a more commanding position in the community if it has a bit of original editorial expression. If you cannot get time to do it yourself or have not that faculty, arrange with some congenial local spirit who has the leisure—the preacher, the lawyer or the banker—for some expression with which you are in general accord.

THE COST OF PRODUCING ADVERTISING.

As to advertising rates, I had something to say at the annual press meeting last year. I had found it cost me last year, adopting the plan of the Minnesota Cost of Advertising Conference, 12½ cents to produce each inch of display advertising. The Minnesota idea is thus expressed: "The committee stands for a subscription price of $1.50, because that yields the greatest amount of revenue without impairing the circulation, it stands for the full legal rate for legal printing, and the greatest possible revenue for local and want advertisements, and then says that if the newspaper is to be a business proposition at all, the display advertisers

912

Townships 1,150 Ballots

	Del	Mach. Bind	Hand Bind	Presswork	Machine	Hand Composition	Stock
Folding-84 M		4/ (Cutting)	4/ (Folding)	1/8/	1/	1/2/	100 sheet 16-Ch. Bond
3/18		24	16	1 80	81	1 20	32

Job Record Card Used by Renfrew Mercury. Information is transferred from time card.

must pay the balance." On the basis, from records of total cost I have found that it costs me 12½ cents a week per inch to produce the advertisements—of which from six to eight cents an inch is the cost of composition. Other Canadian papers show cost of from eight to fourteen cents an inch as the cost of production; so there are few of us who can afford to sell at less than fifteen cents an inch as an average. Indeed, that is hardly a fair price for it, with a profit for it as a manufacturer of the mechanical product; to say nothing of the profit for the literary management.

HIGHER SUBSCRIPTION PRICES DESIRABLE AND POSSIBLE.

Then I would make my subscription price higher than has been the usual thing in the past. The price of *The Mercury* for many years has been $1.25 a year. For years my local opposition was easy-going and it was perhaps not hard for us to keep our price up. But a few years ago the opposition paper was re-organized and a lot of money spent on it. The paper was improved in many respects, enlarged also, and shouted the dollar. I can confess I had my uneasy moments as the beginning of the year approached, of where I would come out in renewals. But whether the opposition had gingered me up and made me produce a better paper, or whether the people resented the personal attacks upon me which the new management seemed to think was good policy on its part, I know not, but my subscription list increased even at the $1.25. And the opposition in due course failed and closed down entirely, after a loss of some $10,000 to $15,000 by the promoters.

Recently the plant was sold to Geo. Reeves, one of my own old boys, and with whom I had always been friendly. He has made a better paper, has enlarged to seven-column and yet is shouting it is "all for One Dollar." I was curious this time, but not so fearful. He had a better paper and it was not abusive. Would he therefore at the dollar cut into my list? I kept track. I did lose a few. Only one or two spoke of the dollar papers. Voluntarily I gained as many as I lost. Indeed by March 1st I had gained more than I had lost, some coming back. And whereas seven years ago we were printing 1,900 a week, now we run close to 2,600 each issue, and that while the opposition has been improved and charging only the $1.

I realize that many have the feeling that we cannot raise our subscription prices while the city dailies are so cheap. I do not see it that way at all. Our policy must be that we are on a distinctly different basis to the city papers, and we must educate the people to the truth of that view. Let this district agree to raise to $1.25 or $1.50 a year, and at the end of a year you will, I believe, find your lists are nearly as large and certainly more profitable.

THE NEED FOR APPRECIATION OF OUR VALUE TO THE COMMUNITY AND THE COURAGE TO GET FAIR PLAY.

In conclusion, I may say that it appeals to me, looking back over the past, that the qualities I most of all needed were a larger and deeper sense of the value a good paper is to a community, and the courage to look for and try to get fairer and more adequate remuneration. Of course I have been hampered by the fact that the whole trade has been obsessed with the same lack of self-appreciation and lack of business sense and courage. But we are only bound down in part by our fellows, and what we who are well along in the business need to do, is to strive after this quality of courage. It is not easy, I grant you. I find myself, because of long years of habit, instinctively trying to cheapen the price to quote and of fearing to charge the customer all he should fairly pay. I am glad to keep away from the price-making and price-asking, and am fortunate in being able to have a bookkeeper and a son on whom to unload the duty. So I appeal to those of you who are in smaller places and who have to do this yourselves, with a wonderful fellow-feeling. But if you find it difficult to do it for your own sakes, do it because the trade as a whole needs that action.

If our opportunities are reasonably lived up to as newspaper men, there is no line of activity in any community that is more useful to it—no preacher, no teacher, no politician can do more for a community than a newspaper man who has realized his opportunities for service—and no service should in fairness be better paid for than our own; and if we can get this vision of it and get our hearts steeled to the reasonableness of getting more for our good work, and but work together under the leadership of so virile and able a manager as J. M. Imrie, of the Canadian Press Association, in a very few years our working profession and business will be on that higher plane that it merits.

Catholic Priest Speaks on Advertising Subject

REV. FATHER FINN, of Chicago, addressed the Toronto Ad. Club at its regular luncheon, Tuesday, March 9, on "The Psychology of the Public Mind Regarding Specialties." He pointed out the danger of the overdoing of the specialty and allowing the public to lose sight of the main thing. It was good to lift something head and shoulders above something else, but it should be done conservatively. The public mind, he declared, was instinctively fair, and should be appealed to in a fair manner.

There is little difference between "the public mind" and that of the individual, Father Finn said, except that in the case of a single individual the component parts to which appeal can be made are more evenly divided than is the case when the same individual is one of a crowd of individuals. For, instance, an individual might be susceptible to an appeal *via* the intellect, the conscience and the emotion in about equal proportions. But place the same individual along with other individuals in a crowd, and the emotional appeal will carry far more weight than any other.

The Screen to Order

WHILE there are some exceptions, the following rules have been accepted as nearly correct for use of different screens:

60-line screen is suitable for newspaper work where forms are stereotyped and run on a rotary press, where speed is essential. Also large plates for poster work.

85-line screen is best for newspaper with flat bed press where printed direct from half-tone; circulars where print paper is used.

100-line screen for special edition work where C. & S. C. stock is used; cards and enameled papers.

133-line screen for enameled papers, good grade showcards, etc.

150-line screen for very best grade of enameled papers, fine books, catalogues, etc.

Line etchings from pen drawings are adapted to any ink or paper.

Any screen should print with hard ink on good enameled stock. Fine screens are not deep enough for thin ink and will fill up and cause trouble. In any event half-tones should be printed on smooth surface stock, as in case any of the dots miss on account of depression in paper the tones are destroyed.

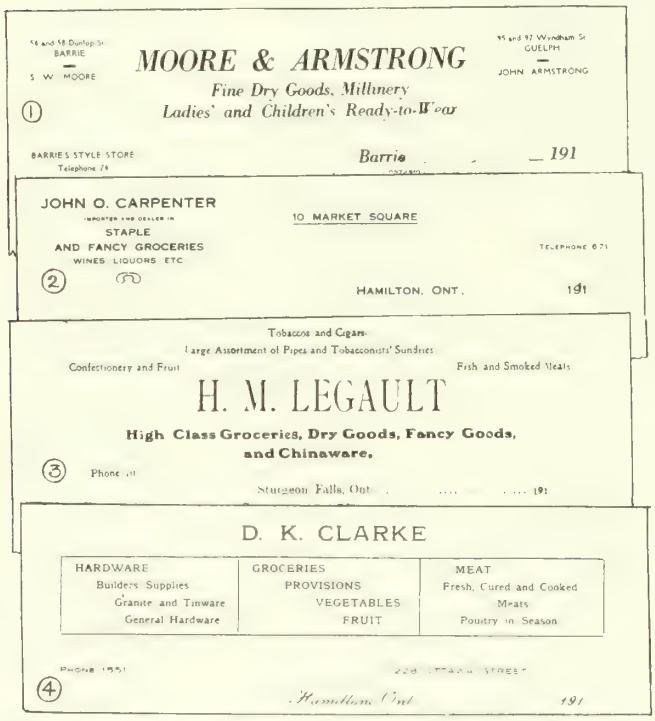
YOU should never allow any system to be handled in your plant in such a way that any one person dropping out of the business would cripple it, and at least two people should always understand the handling of the cost records.—*Denhamethods.*

Criticism of Letterheads and Other Specimens

The Importance of "Correct Dress" in Business Stationery—Costs a Little More But is Worth It—Review of Specimens of Job Work Submitted

"YES, I'M planning to start in business early next month, Mr. Campbell, and I've called to borrow from your experience—in other words, to ask you to tell me what are the principal factors, in your opinion, that go to make a successful business career."

So spoke an ambitious young man whose name we shall call Wilson, addressing a retailer friend who had been in the general store business for some 15 years. Wilson had been a clerk for nearly as many and had had a good experi-



See opposite page for resets of these specimens.

ence behind the counter but was a bit weak on the business end. He spent an hour or more with Campbell and together they went over the ground. Bookkeeping and credit systems, banking and buying, and some other things had been discussed, when Campbell said:

"There's one other thing, Charlie, that I was waiting for you to ask about but perhaps I was expecting too much. I recall now that I thought it something of a joke myself when a friend mentioned to me casually to be sure and use good office stationery. I remember now that I said to him, 'Oh, I guess that wouldn't make or break me,' and immediately proceeded to forget his admonition.

"I'm a good deal clearer on my actual experience with that same office stationery problem during the next four years—the first four of my business career. I worried along with a pad of ruled paper and blue lined envelopes for a while—when our local printer called my attention to the fact and to help the fellow, I gave him an order. Those first letterheads were a curiosity—looked as though they came out of the ark—but I didn't realize it then. Yes, and I kicked about the price too and though they were dear as a gift yet based on their cost to the printer the price was fair enough, for I've learned since that poor printing costs very little less to produce than the better kind. Well, as I intimated, my store stationery never caused me a worry for four years, but it was a case of 'where ignorance is bliss.'

"One day the publisher of the *Majestic* (funny name for a paper, isn't it?) sold out and one of the first things the new man did, after trading off all the ancient type in the office and getting brand new, was to call on me and talk letterheads, billheads, statements, and envelopes. Well, he was a mighty decent chap and we had quite a talk. He showed me a book of samples he had gathered and some of the stationery was that of firms I knew to be very progressive and up to date. The printing was certainly well done, and the paper and envelopes were of good quality also.

"Well, our new friend showed me as clear as day that I'd been making a mistake in being so careless about the looks of my store stationery. The way he put it was convincing. He said the business firm that used good, well-chosen stationery, had a much better chance of gaining favorable attention than the one that didn't bother about such things. 'Why, it's just like a man's clothes,' he said, 'you wouldn't think of going behind the counter with a pair of laborers' overalls on, would you.' I assured him that I was always most particular about my attire when in the store, and liked to see my clerks up to the mark too. 'That's just it,' said he, 'your clerks up to the mark—do you realize that your stationery is the lowest salaried and yet can be made the most productive clerk in your store. It's the best salesman, canvasser, collector and buyer in your employ. Then why not give it a proper suit of clothes?"

GOOD PRINTING

THE refinement of Good Printing is apparent in the product of the World Printing Company. The artistic touch is dominant in the harmony of effect produced. Correctness of style in all engraved and printed work is manifest. Each order, whether an engraved announcement or a bulky catalog, receives the same intelligent attention from our experts. Our many portfolios of samples will help you to make satisfactory selection.

WORLD PRINTING CO.
325 POLK ST., BELLEVILLE, MICH.

A specimen that shows the high standard set by H. W. Leggett, Ottawa.

"Well, Charlie, I saw the point, and I think from the look in your eye that you do too, but let me tell you the results, or at least some of them that came to my notice. Now remember these are facts, not fiction. First, my stenographer-bookkeeper - general - office - girl spruced up wonderfully. Without a word from me I noticed my letters were more neatly written, properly centred on the paper and so on. Then, too the accounts were gotten out in better shape (we had some new columns added that aided in this) and do you know, she got them out more promptly too. The new order of things seemed to arouse in her a sense of pride in the establishment. Result number two was a pleasing one also. Three of the four principal wholesale houses I did business with congratulated me on my new letterheads and envelopes and there was a tone about their letters that

56 and 58 Dunlop St.
Telephone 74

S. W. MOORE

MOORE & ARMSTRONG

Barrie's Style Store

Fine Dry Goods, Millinery, Ladies' and Children's Ready-to-Wear

BARRIE, ONT.

95 and 97 Wyndham St.
GUELPH

JOHN ARMSTRONG

[EXAMPLE 1]

JOHN O. CARPENTER

Importer and Dealer in

STAPLE & FANCY GROCERIES

WINES, LIQUORS, ETC. TELEPHONE 671

10 Market Sq., Hamilton

[EXAMPLE 2]

H. M. LEGAULT, *Sturgeon Falls, Ont.*

High-Class Groceries, Dry Goods, Fancy Goods, Chinaware, Confectionery and Fruit, Tobacco and Cigars, Fish and Smoked Meats.

[*Phone 10*]

[EXAMPLE 3]

D. K. CLARKE

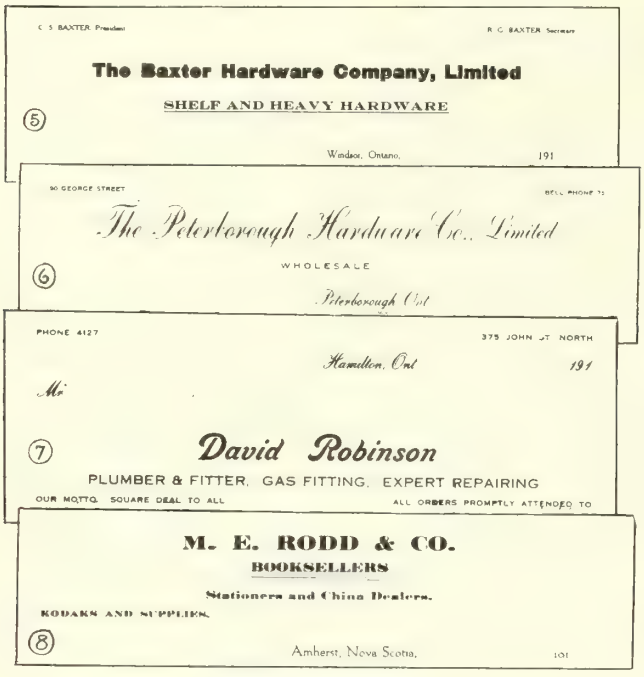
228 OTTAWA ST., HAMILTON, ONT.

Hardware	Groceries	Meat
Builders' Supplies	Provisions	Fresh, Cured and
Granite and Tinware	Vegetables	Cooked Meats
General Hardware	Fruit	Fish in Season

PHONE 1551

[EXAMPLE 4]

had never been there before. I could see that my new stationery and neater letters had won for me a greater degree of respect and prestige than I had ever enjoyed before. My credit with those wholesalers and with others improved remarkably. They all seemed to take it for granted I knew the retailing business better than the average and was


C. S. BAXTER, President R. G. BAXTER, Secretary

The Baxter Hardware Company, Limited

SHELF AND HEAVY HARDWARE

⑤

Windsor, Ontario, 191

90 GEORGE STREET BELL PHONE 72

The Peterborough Hardware Co., Limited

WHOLESALE

⑥

Peterborough, Ont.

PHONE 4127 375 JOHN ST. NORTH

Hamilton, Ont. 191

Mr.

⑦

David Robinson

PLUMBER & FITTER. GAS FITTING. EXPERT REPAIRING

OUR MOTTO. SQUARE DEAL TO ALL ALL ORDERS PROMPTLY ATTENDED TO

M. E. RODD & CO.

BOOKSELLERS

Stationers and China Dealers.

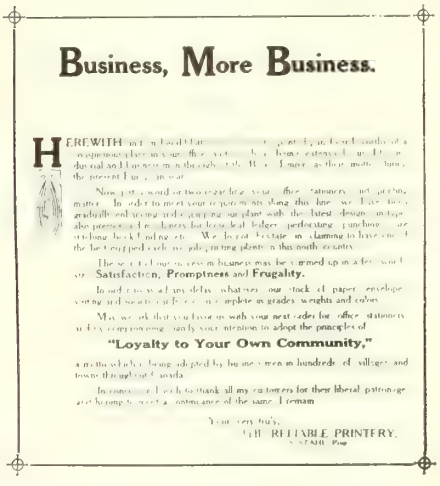
KODAKS AND SUPPLIES.

⑧

Amherst, Nova Scotia, 191

See opposite page for resets of these specimens.

entitled to unusual consideration. With my customers too, things improved. So much so that it occurred to me one day that I might as well have my girl get out some personal letters in her spare time drawing attention to special features of our business. I prepared these with great care. So did the stenographer, we got our reward. Those letters produced excellent results and I've been following along similar lines ever since. Make no mistake, Charlie, good office stationery is one of THE *important* factors in making a success in the retail business."


Business, More Business.

HEREWITH [illegible]

Now just a word or two regarding your [illegible] matter. In order to meet your requirements along this line we have been gradually adding to our printing equipment with the latest designs in type also presses and ruling machines for loose leaf ledger perforating punching and stitching book binding etc. We feel certain in claiming to have one of the best equipped [illegible] plants in this south country.

The [illegible] our success in business may be summed up in a few words viz. **Satisfaction, Promptness** and **Frugality.**

In addition to all [illegible] we carry a complete assortment of paper envelopes writing and [illegible] in all grades weights and colors.

May we ask that you favor us with your next order for office stationery or [illegible] carefully your attention to adopt the principles of

"Loyalty to Your Own Community,"

a motto which is being adopted by business men in hundreds of villages and towns throughout Canada.

In conclusion I wish to thank all my customers for their liberal patronage and promise a continuance of the same. I remain

Yours very truly,

RELIABLE PRINTERY.

An enclosure announcement used by Reliable Printery, Haileybury.

SOME SPECIMEN letterheads form part of this article and these have been reset on the opposite pages. In some of these it is believed vast improvements have been effected in the typographical appearance. In others alterations have been made to suggest new styles, while no great fault can be found with the old.

No. 1 has been reset with a view to emphasizing that the store using it is at Barrie, by making more effective the words "Barrie's Style Store."

The original of No. 2 is somewhat unbalanced and the arrangement more suited to a broker than a grocer, according to accepted styles.

No. 3 is at a disadvantage due to too much copy, but an endeavor has been made in the reset specimen to group the information together, using one series of type, with its italic, throughout. This is one of the most important principles in correct typography.

Rule work such as the boxed design on No. 4 is seldom in good taste. Note the marked improvement, in the reset.

There is little to criticize about the original of No. 5, though the elimination of the underscore rule from beneath heavy capitals and the emphasizing of the word "hardware" are good points to notice in the reset.

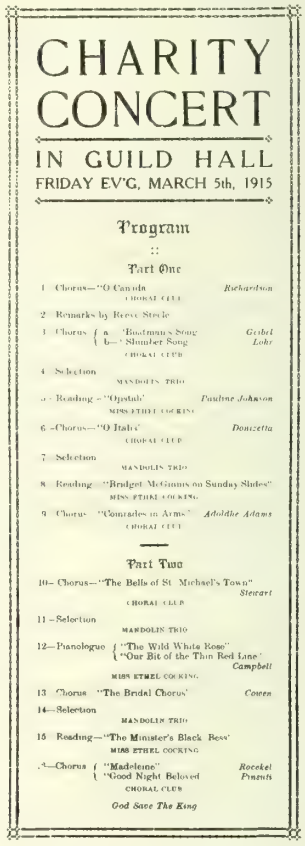
Script type as in No. 6 is inappropriate for a hardware business. The line of goods suggests strength such as secured by a bold text (see reset) or even a still plainer letter such as a square gothic. Script is more in line with a milliner's letterhead or that of a professional man.

It's hard to tell at first whether the original in No. 7 is intended for an account form or a letterhead. The type arrangement is not open to serious criticism considering the copy supplied by the customer. The reset suggests that the lines for writing name and address be eliminated and that the arrangement be "modernized." Note neatly balanced grouping.

In No. 8 original we again see an instance of the use of an inappropriate type face. Here the type is too heavy. Note the more "booky" appearance of the reset.

Specimen Reviews

THE PRODUCTIONS in which H. W. Leggett has had a hand are models for many another printer who is ambitious to "arrive." Publicly, Mr. Leggett is "Clerk-in-Charge of Printing" with the Department of the Interior at Ottawa and it will be recalled that two of his most notable productions during the past year were development booklets for this department. One of these was the "Heather" Booklet for the National Parks Branch and the other a very fine production dealing with Glaciers in Canada. Both were reviewed and illustrated in PRINTER AND PUBLISHER. Now comes a third in the series—one pertaining to Fish. This is oblong in shape, thus best accommodating the illustrations. The cover is hand-lettered and is very well done indeed. PRINTER AND PUBLISHER suggests that readers interested in good printing secure a copy of this booklet from the Department.


CHARITY CONCERT

IN GUILD HALL

FRIDAY EV'G, MARCH 5th, 1915

Program

Part One

1 Chorus—"O Canada" *Richardson*
CHORAL CLUB
2 Remarks by Reeve Steele
3 Chorus { a—"Boatman's Song" *Geibel* / b—"Slumber Song" *Lohr*
CHORAL CLUB
4 Selection
MANDOLIN TRIO
5 Reading—"Opstalk" *Pauline Johnson*
MISS ETHEL COCKING
6 Chorus—"O Italia" *Donizetta*
CHORAL CLUB
7 Selection
MANDOLIN TRIO
8 Reading—"Bridget McGinnis on Sunday Slides"
MISS ETHEL COCKING
9 Chorus—"Comrades in Arms" *Adolphe Adams*
CHORAL CLUB

Part Two

10—Chorus—"The Bells of St. Michael's Town" *Stewart*
CHORAL CLUB
11—Selection
MANDOLIN TRIO
12—Pianologue { "The Wild White Rose" / "Our Bit of the Thin Red Line" *Campbell*
MISS ETHEL COCKING
13 Chorus "The Bridal Chorus" *Cowen*
14—Selection
MANDOLIN TRIO
15 Reading—"The Minister's Black Boss"
MISS ETHEL COCKING
A—Chorus { "Madeleine" *Rocckel* / "Good Night Beloved" *Pinsuti*
CHORAL CLUB

God Save The King

A neat piece of typography by Joseph L. Hill, Port Colborne.

An exceedingly well balanced and tasteful work is the title page reproduced here, headed "Good Printing." This was printed on white featherweight, in black, with initial

THE BAXTER HARDWARE CO., LIMITED

C. S. BAXTER, President — SHELF AND HEAVY HARDWARE — R. G. BAXTER, Secretary

WINDSOR, ONT.

[EXAMPLE 5]

The Peterborough Hardware Co., Limited

190 GEORGE ST. — Wholesale — BELL PHONE 75

Peterborough, Ont.

[EXAMPLE 6]

DAVID ROBINSON

Plumber and Fitter, Gas Fitter, Expert Repairing

Our Motto: "Square Deal to All." All Orders Promptly Attended To. Telephone 4127.

375 JOHN ST. NORTH
HAMILTON, ONT.

[EXAMPLE 7]



M. E. RODD & CO.

Booksellers

STATIONERS AND CHINA DEALERS
KODAKS AND SUPPLIES

Amherst, N.S.



[EXAMPLE 8]

in orange. It won second prize of $15 in a recent contest conducted by *Inland Printer*. Two other specimens are a family Christmas card and a personal poster stamp. Both are rare examples of the art.

FRED H. STEVENS, *The Observer*, Hartland, N.B., submits for criticism a new letterhead and envelope printed in blue and gold. Typographically the letterhead is a fairly good production. The gold effect is weak and thin looking. Bronze powder should have been used if best results were desired, but it is as well to avoid gold altogether on letterhead and envelope work on bond stock. Otherwise the presswork is good. The envelope is too decorative, but the copy could be reset to good effect.

FROM THE Province Job Printing Dept., Regina, Sask., comes a copy of a booklet recently produced for the City of Regina. The booklet is 9 x 6¾ inches in size, 32 pages and cover. Cover is printed in green and yellow on grey stock. Inside consists of one title page, one page of introductory matter and 30 pages of half-tone illustrations depicting local scenes, etc. The work was entirely "Made-in-Regina," the art work and designing being by James Henderson, the engraving by the Regina Engraving Co., and the printing as already stated. The engravings, made from combination photos and wash drawings, are exceedingly well handled. There is an genuine appropriateness throughout. There is not the sharpness to some of the photos that one might wish to see, but altogether the engraving is good and the presswork appears to be excellent. The entire work reflects credit upon the producers.

THE RELIABLE PRINTERY, Haileybury, (S. Stahl, prop.) is pushing a loyalty campaign with good results. Flag cuts obtained from PRINTER AND PUBLISHER are being used. The blotters are particularly well planned and well set. An enclosure announcement is reproduced. This was printed in two colors on white coated and turned out very well. The "Business as Usual" hanger would be greatly improved if on better stock. Some of the two-color work is good but in a number of cases the ink has apparently been thinned with oils, with disastrous results. The half-tone of building cannot be well printed on bond stock such as used for letter head and this should not be attempted.

JACK WHITE, with R. H. Constable, Woodstock, sends a number of samples, some of which are very creditable. The wedding announcement and banquet menu are specially commended. Presswork is excellent.

A SPECIALLY designed letterhead and shipping label comes from H. G. McCrea, publisher the *Herald*, Hanna, Alberta. The conceptions of both are good and well worked out. The label is especially good and the line of copy "Publishers and Producers of Profitable Printing" is worth noting. By way of suggestion it might be said that the glossing of the letterhead has been somewhat overdone and the double printing of some words to secure the two-color effect would have been better omitted.

THERE ARE numerous specimens from Joseph L. Hill, with the *Citizen*, Port Colborne, that indicate that the work of this ambitious young man is improving very decidedly. One of his best specimens is reproduced, the program for the charity concert. This is printed in black on tinted stock and looks very good. The ticket for St. Andrew's Supper is original and tasteful. Where possible, we would suggest using die-cut cards, both square and round cornered, for tickets and business cards. So few sheets of large stock are usually required that by the time it is cut up the edges are ragged and some stock soiled. The patriotic concert ticket, with stub attached, is good. The letterhead specimens are all excellent. The title page "Program of Special Service" is well-balanced and appropriate. Presswork is commendable on all the work. We congratulate Mr. Hill on the progress he is making.

THE RECORD, Turtleford, Sask., J. W. Scott, prop., sends a very creditable window poster in black and red on yellow stock. The unique feature of this job is that it was produced in six printings on a No. 2 Gordon and looks none the worse for its experience. As the event advertised took place on March 17 it occurs to us that a touch of green would have added to its effectiveness.

Lower Rates on Newsprint to West

BY A railway board judgment issued recently in the application of the Brandon board of trade for a commodity rate on news print from Ottawa and other eastern shipping points to Brandon, a new rate is established.

The board, in its judgment, says fair commodity rates to the whole western territory will be secured by adopting as a basis the fifth class rate from Fort William, plus 15 cents from Sault Ste. Marie, Espanola and Sturgeon Falls and 25 cents from Hull, Otawa, Merritton, Grandmere, Shawinigan Falls and Windsor Mills.

The result will be that the special rate from Ottawa to Winnipeg (on which as pointed out nothing moves), will be increased from 61 to 63 cents, but the Brandon rate from Ottawa of 81 cents on which applicants say traffic is moving, will be reduced to 75 cents. Other western points will be entitled to commodity rates on news print on the basis now directed to apply in the case of Brandon.

C.P.A. Dues Coming in Well

ONE OF the most gratifying indications of the soundness of present business conditions and at the same time, a striking tribute to the work of the Canadian Press Association, is the splendid manner in which the dues of the Association are being paid. The Association year expires with the calendar year and since January 1 the receipts for membership fees have been very considerably in excess of the amount received during the corresponding period last year. This is the more satisfactory when it is stated that fewer notices requesting payment have been sent this year than last. Resignations have been very few. It is apparent from these facts that the membership of the Association is keenly appreciative of the service it is rendering, and feel a particular obligation to pay the amount of their dues and to continue membership in the Association even if other expenses must be curtailed.

PRESS TELEGRAMS are exempt from the war tax of 1 cent on each message. This is an excellent move on the part of Finance Minister White and one that should receive the hearty approbation of the public generally. The expenses of newspaper publishing have been enormously increased already and it would be a gross injustice to deliberately place further burdens upon an industry that is rendering such a distinct public service as are the newspapers of Canada at the present time. The exemption is just, not more.

Advertising Opportunities Suggested by Spring

Spring House-cleaning—Paint Up, Clean Up Campaign—Planting the Garden—Appealing to Farmers—Editorial Co-operation

EVERY MONTH throughout the year brings its individual opportunities for pushing the sales of certain lines, thereby increasing the advertising possibilities for the live newspaper. But while these individual possibilities come with each succeeding month, April ushers in a time when the field for action is considerably extended. This is largely because April is the month that pulls back the curtain and ushers in the joyous spring-time, while old Winter limps off the stage. From the small boy who plays "dibs" in every suitable corner, and itches, mentally and physically, to "take 'em off," to the hard-headed business man who "finds it hard to settle down to work," there does not seem to be a single individual who is not affected by the incoming of Spring. And if not a "single" individual, certainly not a married one, for is it not the season of house-cleaning? Where is the house-wife who is too busy to spend a week or two chasing dirt (and her husband) out of every corner of the house and yard.

WHY THE YARD?—DO YOU ASK?

Well, because in the *modern* house-cleaning campaign the yard is very much included. And so is the back fence and the walks and the lawn and the exterior of the house. Briefly that is what has come to be known as the "paint-up, clean-up campaign." Has it been tried in your town?

Take, for instance, the matter of a nice, new coat of paint for verandah and the window sash and trimmings—if the house is of brick, or re-painting it all over if of frame. While the busy house-wife is engaged in a thorough extermination of the dirt within the four walls of the house, what is to prevent her husband from putting a similar shine on the outside of the domicile. Incidentally the wearing qualities of the house will be increased and possible damage from summer sun and rain prevented. This last feature appeals strictly to a man's pocket.



THE GODDESS OF SPRING.
Welland *Telegraph*.

INCREASED PRODUCTION FROM GARDEN AND FARM.

The Dominion Government is conducting a vigorous campaign with a view to increasing agricultural production. This is well. But why not take a tip from a Toronto real estate concern and urge more back-yard and corner lot gardening? The real estate firm in question, it should be explained, is turning sub-division "building" property into half-acre lots and advertising them extensively as ideal garden plots for the city dweller with "a will to work" in his spare time. Whether it be on a large scale or a small scale Spring is the time when the fancy of all those agriculturally inclined turns to working the land and planting the seed—just as the proverbial young man's fancy "turns to thoughts of love."

IT WILL BE WORTH YOUR WHILE TO "PUT THIS OVER."

Mr. Publisher, do you realize the opportunity for *increased local advertising* which Spring brings to you? Somebody once said that the opportunity of a life-time must be seized in the life-time of the opportunity? And, as is generally the rule, the life-time of this particular opportunity is brief. Are you going to seize it?

To get increased local advertising you must have something to offer beyond the privilege of filling up so much "white space." You must be in a position to offer "service" to your local merchants. Here is how you can do this. Take the copy suggestions and the "Spring is Here" feature to your local retailers and sell space on the strength of them. Of course you will have to convince backward retailers that Spring really is the time when they should be up and doing. But that should be easy.

Every one of these advertisements has been prepared with great care and thought by men who are specialists in the lines represented. That means something to your clients, doesn't it? It means that you are offering them the benefits of a service equal to that furnished by the best agencies—and at no extra cost to them. It is strictly up to you, Mr. Publisher, whether or not you will stir up the retailers and get behind them in a mammoth campaign to "cash in" on the opportunities of Spring. We repeat, "It will be well worth your while to *put this over*." Start things going and the whole town will help.

"THE SUN'S RAYS DO NOT BURN UNTIL BROUGHT TO A FOCUS."

This truism is in a sense applicable to advertising. The merchant who lets his copy run along week after week without change or without striking a new note is losing much of the benefit that he might receive if his advertising were properly handled. In other words, opportune advertising, such as the special Spring copy suggested on the following insert, is the kind that concentrates the burning

power of the medium. It brings to a focus the effectiveness of the newspaper space. Point this out to your regular advertisers and your non-advertisers and try and get contracts from the latter, promising to give them suggestions and pointers throughout the year. The articles in PRINTER AND PUBLISHER will help you in this connection.

That the value of such advertising is appreciated by the big department stores, is evidenced by the fact that a week before St. Patrick's day The T. Eaton Co., Toronto, came out with full page advertisements in black and green featuring novelties, etc., for the 17th. What is good business for the big stores is generally applicable to the smaller merchants as well.

A NEW RACE OF FARMERS.

Ten or twenty years ago life on the farm was more drudgery than "life." To-day things have changed and the evolution is still going on. Many farm homes are provided with conveniences that would have been regarded as impossible luxuries a decade ago. The same is true with regard to the personal needs of the farmer and his family.

The thing for every publisher and every merchant located in towns and cities that are the centre of agricultural communities to do is to hold forth all possible inducements for the farmer and his wife to come to town several times a week. Thus will the habit of spending be still further developed. This year, more than any that have gone before, the farmers of Canada have the money to spend and it is surely a public duty for publishers to get them to part with a portion of it, thus benefiting the whole community.

PLUMBING CONVENIENCES COST $30 A YEAR.

The way one plumber in an Ontario town put it up to a farmer and his wife is interesting. It was really the wife who decided the matter of having sanitary conveniences, bath room and hot water boiler, installed in the farm home. The plumber wanted $1,000 for the job and, knowing that the farmer had plenty of money in the bank, approached him in a roundabout way. He pointed out that the interest on $1,000 for one year was only $30 and that for this sum the farmer might have all the conveniences offered. The farmer's wife at once spoke up and protested vigorously against continuing any longer to labor under the disadvantages she had had to put up with in the past when "we can have all these conveniences for the paltry sum of $30 a year." The good farmer saw the point too and the order was given. The same plumber secured a $600 order from another farmer the very same week.

The plumbing advertisement suggestion shown on this month's insert should be sold to a local plumber or hardwareman, or, if there is none in your town, it would be worth while making a special trip to the one nearest you. Point out that any of the supply houses will be pleased to co-operate in the matter of supplying cuts, suitable for newspaper advertising, and they will not necessarily be confined to illustrations of their own goods. In the case of the illustration used in this advertisement write to the National Equipment Co., Wabash Avenue, Toronto, in regard to it.

EDITORIAL CO-OPERATION.

There is no good reason why publishers should hesitate to give a fair amount of editorial co-operation to make the Spring advertising propositions outlined herein, and others also, particularly attractive. No one could take exception to the splendid cartoon reproduced from Welland *Telegraph* and it is a feature that will arouse housewives to action and get them on the house-cleaning trail. Reading matter copy should not be overlooked also and some of the remarks in this article might be effectively worked in for this purpose.

Another kind of editorial co-operation of a very valuable nature to advertisers is to make it a point to publish live news items regarding people in the community who are making improvements to their property, or who are planning to build. For instance a farmer will be seen drawing brick from the brick-yard or the station, the enterprising publisher will scent building operations and should have an interesting story about that man in the next issue of his paper, giving details of the new building.

A FULL PAGE OF HOUSE-CLEANING ADS.

A series of full page advertisements of an unusual nature appeared early last spring in Winnipeg *Free Press* and in the hope that the suggestion may be of value to some other publisher this year it is given herewith, one of the full page ads being reproduced on the insert opposite.

The *Free Press* sold six full pages at space rates to the Winnipeg Master Painters' Association, who agreed to secure all copy and make all collections, guaranteeing the amount of the contract. The idea was to arouse house-owners and tenants to get rid of the painting, paper-hanging and decorating part of house-cleaning in the very early spring, instead of leaving it until April or May. The results were very satisfactory, producing a fair run of business for the co-operating tradesmen, giving work to a large number who would ordinarily be idle during February and March.

Although it is too late now to boost the identical plan operated by the *Free Press*, the suggestion can be applied to house-cleaning advertising right now and there is no reason why a large number of Canadian papers cannot secure an extra page of advertising in this way.

Good Work Done by Calgary Ad. Club

FRAUDULENT advertising and how it should be eliminated was the subject of a short, spirited address by C. W. Stokes, secretary of the Calgary Ad. Club, at a meeting of that organization following a luncheon in the Hudson's Bay Restaurant, March 1. Mr. Stokes began his remarks by stating this was the greatest and most important thing in which the Ad. Club was interested, and impressed upon his hearers the importance of getting at the root of this practice.

In following up this line of argument he stated that in any cases where the Ad. Club takes a hand in bringing a man to justice under the Act, which was put into effect a short time ago, and which makes the practice of fraudulent advertising a criminal offence, it should be clearly understood that the action is not from any personal motives. He emphasized the fact that it was to the interest of everybody to see "fake" advertising eliminated. He then quoted examples of advertisements clipped from the local papers, the majority of which, while they did not make any direct misrepresentations, were such as to exaggerate to a great extent.

He dealt with the censorship and vigilance which the Ad. Club should exercise, and said that any member of the club who had any information regarding false advertising should report the same to the Ad. Club executive, who would start the wheels of justice turning in order to bring the offender to time. In concluding his address he asked for co-operation in behalf of the committee with this work in charge.

A Directory of Known Frauds

THE Executive Committee of the Associated Advertising Clubs of the World has under preparation a publication to be known as "The Directory of Known Frauds," which will be distributed to the public as well as to periodical and newspaper publishers and advertising agencies.

SPRING IS HERE

Let every Citizen do his Share to again make "Lethbridge Beautiful." Now is the time to begin work on your lawn and garden.

Those Of You Who Are Wise

Will Fence Your Garden With



36 in. high 16c per foot. Gates $3.25 and $3.75

Thereby Making Your Home Attractive

Do You Need Paint

Stephens $2.75 per gallon

The Best Value

You can purchase the above from

Hayr Hardware Co.

ALSO CHICKEN NETTING

In fact Hayr has everything to assist you to make your garden beautiful

H. A. McKILLOP Coy.

The secret of success of Gardening is to use GOOD SEED

We handle a full line of

Vegetable and Flower Seeds

ALSO LAWN GRASS IN BULK

Sweet Peas in mixed and plain colors, and Nasturtium Seed

Let us have your order for

ONION SETS

Care of Garden and Lawn a Pleasure

When equipped with proper Tools

We Have Them

Spading Forks, Rakes, Hoes, Trowels, Rubber Hose.

THE

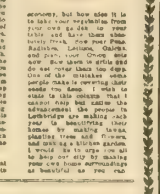
McKeown Hardware COMPANY

What to Plant During the Coming Week and How To Plant It

By J. E. Terrill

TREES, SHRUBS AND PERENNIALS





We can supply you with all your requirements in

Seeds, Plants and Shrubs

of the very best quality

The Terrill Floral Company

Cor. 11th St. and 4th. Ave. S. Phone 577

Plant It With Our Tools

The Best Quality at the Lowest Prices---We can supply your every need from the smallest to the largest item.

Tools		Paints	
Garden Rakes	40c to 85c	S W P per gallon	$2.75
Garden Hoes, each	60c	Decorant, package	50c
Spades and Shovels	$1.00 to $1.25	Floorlac	60c to $1.10
Claw Hammers	40c to $1.35	Lemon Oil	25c
Hand Saws	60c to $3.50	Wiley's Waxine	90c
Screw Drivers	15c to 75c	Paint Brushes	10c to 75c

Hick-Sehl Hardware Company

3rd Avenue South.

THE BENTLEY COMPANY, LIMITED

Suggestions for the Gardener

We carry a full variety of Vegetable and Flower Seeds put up by the well known houses, Messrs. The Steele Briggs Co., D. M. Ferry & Co. and The A. E. McKenzie Co. Limited. We have almost every kind of Flower and Vegetable Seed in small packages at 5c and 10c per package, and the varieties most commonly used in bulk

In Bulk we Carry

Specially selected Sweet Peas, American Wonder Garden Peas, White Cory Corn, Pop-Day Corn, Blood Beets, Giant Cattle Beet, Mammoth Long Red Beet, Red Weather, Field Onion, Yellow Globe Danver Onion, Australian Red Onion, Dutch Sets, Multipliers, White Clover, Lawn Grass, Scarlet Runners, Alfalfa, Timothy, Rape Seed and Brome.

Garden Tools at Reduced Prices

These consist of Hoes, Rakes, Spades, Shovels and Post Hole Augers. All to be cleared out at 20% reduction

THE BENTLEY CO., Ltd.

When-in-Doubt

As to where you should buy your Flower and Vegetable seeds, just call in and see our stock.

McKenzie's and Steele Briggs---Choice Varieties

Onion Sets, per pound	20c
Lawn Grass Seed, per pound	50c
Flower and Vegetable Seed, 3c pkt 6 for	25c
Flower & Vegetable Seed, 10c pkt 3 for	25c

NOTE OUR NEW ADDRESS

Central Cash Grocery

Corner 8th St. and 8th Ave. South---Formerly R. P. Donaldson

What to Plant

We can supply you with a complete line of Flower and Vegetable Seed

Your choice o

Steel Briggs

McKenzie's

Ferry's

BUY THEM FROM

R. B. Morden

13th St. N.

Phone 1356

LET US SHOW YOU THE

SIRO

The New EMPIRE WALLPAPER Company Limited

319 DONALD STREET Just North of Portage Avenue

TORONTO WINNIPEG MONTREAL

KEYSTONA



NATURE'S HARMONY

is the original washable, flat-wall finish and you should bear this in mind and insist on the genuine.

AFTER the purchase, a worthless imitation may be offered you, with the statement that it is "just as good" or "the same thing." Don't accept substitutes. Insist on having KEYSTONA, the original washable, flat-wall finish. KEYSTONA is the STANDARD product of the CANADA PAINT COMPANY, LIMITED. Don't accept anything else. If your dealer cannot supply you with KEYSTONA, send direct to us, giving us dealer's name, and we will see that you are supplied. KEYSTONA is the CHEAPEST wall finish on the market because IT WILL POSITIVELY OUTLAST EVERY OTHER WALL FINISH KNOWN

WESTERN PAINT CO'Y.

Every thing for the Painter

151 Charlotte St. Winnipeg

You Know Paint?

Don't paint or let a contractor till you do. Vague impressions are not enough. Get the facts. Learn what kind of paint to use for the different purposes. Learn why "White Lead" is the best paint you can buy. Learn why BRANDRAM-HENDERSON'S "B.H." White Lead is the most economical paint to use. Learn why B. H. Genuine, the world's standard white lead guaranteed to

BRANDRAM-HENDERSON "English" PAINT

Come in. We have color cards and can show you how to mix it. SOLD BY

C. C. FALCONER & CO 541 SPENCE AVE.
E. WAGDELL 118 PRINCESS ST.
W. JOHNSON 111 ELGIN AVE.
H. G. KLEINON 188 PORTAGE AVE.
LORD & FELLAND 1 ST. NORBERT AVE.
GEORGE STAMBLER 183 KELVIN ST. ELMWOOD

WOOD BROTHERS

Montreal Winnipeg St. John

22 PRINCESS STREET

WALL PAPERS DE LUXE

Ask your Decorator to show you our Handy Decorator Book.

Burlaps, Angolaine, Denims, Muslinettes, Grass Cloths, Silks, Velours, Leatherettes

Vernon Tiles, Hallowell Specialties, Orientals, Carpets, Floors, Draperies

TO PAINTERS AND DECORATORS

KLEARTONE Acid and Oil Stains

are combined pearls and stains manufactured in the same A perfect stain for all kinds of

KLEARTONE STAINS Are Best

are unequalled among the INTERNATIONAL LINE FOR

INTERNATIONAL VARNISH CO., LIMITED

128 Princess Street, Winnipeg Derry 2600.

Head Office, Toronto, Ont.

Factories: Toronto, Montreal, Hamilton, Winnipeg and Sarnia

The Standard Varnishes of Canada, largest in the world, and first to establish Coast to Coast distribution

USE **VIGOR PASTE** IN 1914

FIFTH ANNOUNCEMENT

TO THE CITIZENS OF WINNIPEG

By The Master Painters' Association

You can't clean up your lawn yet, but

A TOWN BEAUTIFUL

Must first begin inside the homes.

BEGIN NOW

Are you selling out this year? First decorate your home. It will bring a better price.

DO IT NOW

Have you a house to let? If you want a good tenant, decorate it.

DO IT NOW

Spring is coming—You will want that bedroom done up with taste

DO IT NOW

"The clouds of pessimism have been scattered and the sun of prosperity is once more spreading its golden glow over Western Canada."

Paint and Prosperity run hand in hand. Paint preserves Property from decay

Stephens

Pure Ready Mixed Paints

perform this function longest and most satisfactorily

Ring up your painter today and have him figure on the cost of making your home outside with Stephens Pure Paint inside with Silkatone and Sapolux Varnishes.

If you prefer to do your home improvement save your painter's bill. Stephens Pure Paint is guiding it. Color cards and booklets on request.

G. F. STEPHENS & CO., Limited, WINNIPEG, MAN.



"How But Come Down to Stephens" Is the Starting In Paint Early This Year.

INSIST

on those Pictures being taken off of all packages of Paint before you buy. Paint pictures are definitely worth back dressing up and add to the color work of a room

Senour's Floor Paint

"Made in Winnipeg" Support Home Industries"

The MARTIN-SENOUR CO. Ltd.

PHONE ST. JOHN 1544

BE FAIR WITH YOURSELF AND THE CLEAN-UP AND PAINT-UP IDEA use

MAPLE LEAF PAINTS AND VARNISHES

THE IMPERIAL VARNISH & COLOR CO., Ltd.

Corner of Elgin and Maryland

Phone Sher. 2764

This is the only wall paper store in the west with a part of the 1914 stock and we are here to serve the citizens of this town by with

Wallpapers

of every description both in quality and price

C. B. Fathers

Corner of Elgin and Maryland

Phone Sher. 2764

WALL PAPER

NOW is the time to come in and have a good look at our new samples and your friends in too. You will be delighted with the new lines of designs and the novel colorings. We have Wall Papers at all prices, and the fact that we have a box in which to turn advantage of stock clearly finds no place in our goods. There is a very large range to choose from, and you are sure to find just what you will be

Thos. Bone & Co.

P.H. 1105 120 Osborne

ROBERT LECKIE

230 McDermot Avenue

All the Very Latest in WALL PAPERS and

DECORATIONS

LINOLEUMS WALTON, LEATHERETTE, BURLAP, AND A FULL LINE OF PICTURE MOULDINGS AND PLATE RAILS

Call at our Showrooms and we will be pleased to show all the new goods.

Phone G. 4248 P.O. Box 1085

Ashdown's

Mr. House Owner

In painting a house the necessary labor is nearly 75% of the total cost, therefore you should choose the Paint that will last the longest

Diamond "A" Absolutely Pure Mixed Paint is the paint with the double guarantee. Our Diamond "A" Trade Mark stands for highest quality and we also guarantee absolutely the ingredients of each can.

It Pays to Paint. The better the Paint the better it Pays.

WATCH THE WINDOWS

ASHDOWN'S

LINOLEUM THE MOST DURABLE VARNISH IN THE WORLD FOR FLOORS.

LUXEBERRY FOR INTERIOR TRIM IT HAS NO EQUAL.

LUXEBERRY IT'S WATERPROOF

THESE WORLD-RENOWNED VARNISHES ARE EASY TO BUY. LOOK FOR THE LABEL AT ALL PAINT AND HARDWARE STORES.



BERRY BROTHERS, Inc.

The World's Largest Varnish Makers

WALKERVILLE, ONTARIO.

Winnipeg Branch, 120 Market Street. Phone Main 6545



Headquarters For Painters' Supplies

And the best supplies at that. Our long and extensive experience has made us thoroughly conversant with the requirements of the trade and you can be sure that we will have in stock whatever you require. Quoting lowest prices on the part of our customers has been the keystone of our success.

When You Want



Brushes — Paints — Ladder Brackets — Glue and Extension Ladders—Trestles—Gasoline Torches—Grinding Tools—Glass—Sponges, Etc.

Let us supply you

THE

Winnipeg Paint & Glass Co. Limited

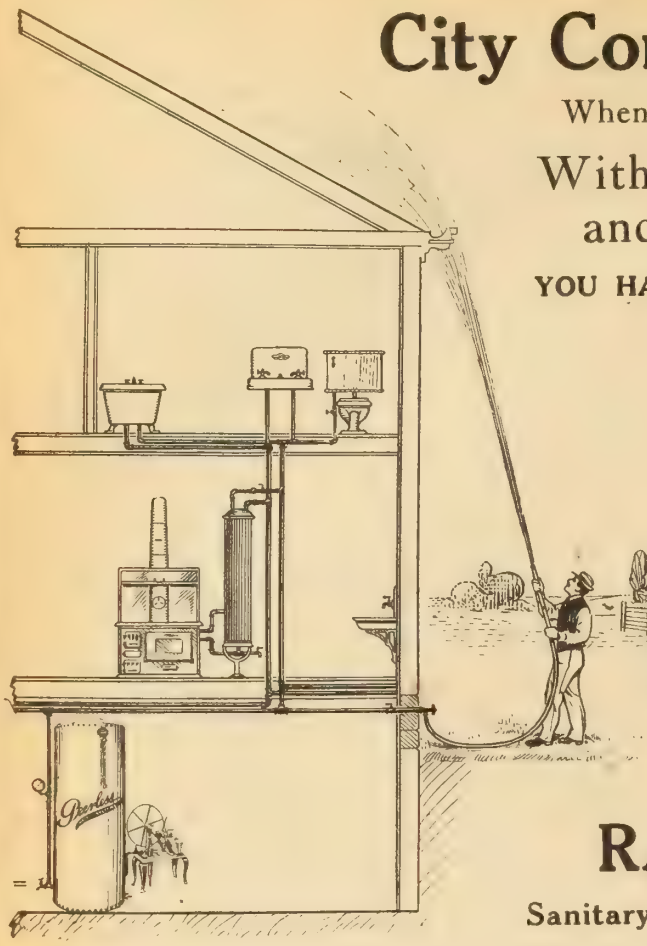
"Everything for a Building."

175 NOTRE DAME AVENUE EAST. WINNIPEG

ADAMS & BROWN Painters and Decorators 1025 Corydon Ave. 630 Victor St.	**WILLIAM C. CLARK** Decorator Phone Sher. 2525 661 MARYLAND ST	**C. & D. HAINES** Painters and Decorators Phone P.R. 2291, 647 ROBERT AVE	**THOMAS LYONS** Painter and Decorator 647 ELGIN AVE. Phone G. 2329 House, G. 2391	**J. PALMER & SONS** Painters and Decorators Phone St. J. 657 791 POLSON AVE	**A. J. SLOAN** Painter and Decorator. Phone Sher. 2525 661 MARYLAND ST	**Wallace Decorating Co.** Painters and Decorators Phone St. J. 512 153 COLLEGE AVE
F. BALL Painter and Decorator Phone Sher. 4055 177 SHERBROOKE	**R. CRAWFORD** Painter and Decorator. Phone G. 2525 116 SHERBROOKE ST.	**J. HAWKINS** Painter and Decorator. Phone S. 2527 214 HOME ST	**McLennan & Penrose** Painters and Decorators 810 McIntyre Block Main Street	**PARKER & KENNEDY** Painters and Decorators Phone G. 4285 M. A. PARKER Phone St. J. 327 T. KENNEDY Phone S. J. 1305	**ED. SMITH** Painter and Decorator 1071 MADEMOT AVE.	**F. WALLER** Painter and Decorator Phone M. 1950 60 HORACE ST
J. L. BINGHAM & CO. Painters and Decorators. Phone G. 4740 VICTOR & PORTAGE	**W. F. DEEKS** Painter and Decorator Phone Sher. 511 618 ASHBURN ST	**L. M. LARSON** Painter and Decorator Phone Sher. 4278 112 CHARLES ST	**J. W. MOOREHOUSE** Painter and Decorator Phone Sher. 1356 763 BEVERLEY ST	**JAMES A. PAYNE** Painter and Decorator Phone St. 1077 163 FORT ST	**C. H. TAYLOR** Painter and Decorator Phone M. 3780, 207 LARRY ST	**H. L. WEBSTER** Painter and Decorator 202 SHERBROOKE STREET
T. BONE & CO. Painters and Decorators. Phone P.R. 1105 120 OSBORNE ST	**W. H. DIMOCK** Painter and Decorator. Phone P.R. 1035 707 WOLSELEY AVE.	**LAWRENCE BROS.** Painters and Decorators. Phone M. 1128, Industrial Bureau	**J. W. Morley & Sons** Painters and Decorators Phone C. 1824 524 SHERBROOKE	**VIGOR RHO** Painter and Decorator Phone G. 730 616 BANNATYNE AVE	**Taylor Painting & Decorating Company** Painters and Decorators. Phone G. 1221 220 GARRY ST	**W. F. WILSON** Painter and Decorator Phone G. 4288 237 ISABEL ST
T. BROWNE Painter and Decorator Phone Sher. 2252 446 MARYLAND ST	**C. B. FATHERS** Painter and Decorator Phone G. 2750 470 MARYLAND ST.	**R. LECKIE** Painter and Decorator. Phone G. 4262 230 GOSSFORT AVE.	**GEO. S. FROGLEY** Painter and Decorator. Phone St. J. 2220 160 BARRIER ST	**J. C. LEGGE & CO.** Painter and Decorator. Phone P.R. 1485 750 CORYDON AVE.	**J. P. OLDS** Painter and Decorator Phone G. 4288 10 ANNABELLA ST.	**D. E. WRIGHT & CO.** Painter and Decorator Phone Sher. 2507 1065 LANGSIDE ST

This page, taken from Lethbridge Herald, conveys an excellent and timely suggestion to other newspapers for getting up a number of special pages at this season of the year. The "Patriotism and Production" campaign for farmers has a very practical application for "back-yard" gardeners also. Why not get up a gardening contest?

One of six full pages sold last year to Winnipeg Master Painters' Association by Manitoba Free Press. Does it not convey suggestions for a special house-cleaning, and "paint up, clean up" page, to be started at once?



City Comforts on the Farm

When You Equip Your Home and Farm Buildings

With Heating, Plumbing, Lighting and a Pneumatic Water System

YOU HAVE COMFORT "ON TAP" 24 HOURS A DAY



Consult us at your earliest convenience or drop us a post card and we will call upon you.

RAY BROWN & CO.

Sanitary and Heating Engineers, COMFORTVILLE

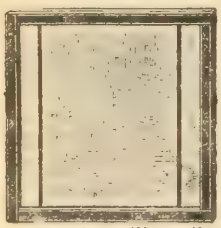
There may not be the usual volume of building in the towns and cities this spring and summer and the wise sanitary engineers, electricians, and builders' supply men are turning their attention to the farm trade. It has great possibilities. See reading matter as to how to obtain this and other illustrations.

First Aids to Housecleaning

THAT MAKE THE WORK LIGHTER AND DO IT MORE THOROUGHLY



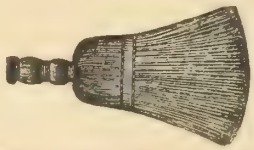
It's a back-breaking job scrubbing floors in the old-fashioned way. A good mop and wringer will make the work much easier. See our complete line of mops, wringers and pails.



Flies and dirt will spoil your work in a few weeks. Keep them out with our close-woven window screens. Extend to .. and .. inches, ... and .... cents each.



Prevent **dirt and blisters** from ruining your hands. Canvas gloves, ... pair.



Whisks help clean house, too. .... cents each.



Many a bad accident has been caused through not having a good step ladder. Don't take chances. One as illustrated at .... or a larger one, with pail rest, at .....



Mops that clean and polish at one stroke. The popular kind. Round or triangular shape. .... and .....



What a difference a little paint makes! A good brush at .... cents and don't forget our assortment of ready-mixed paints.



Keep the home tidy. Coat hooks at .... cents a dozen.



Dust pans, black or red — Japanned. Each .... cents.



Rust and dirt injure your stove and pipes. Don't put them away dirty. A dandy brush for .... cents.

MOORE'S

The Hardware Store of Better Values

TIVERTON

PHONE 291

Over 3,000 of the little cuts, such as those displayed in this ad. and others of the series, have been sold to retail hardwaremen by "Hardware and Metal." Orders for any of these may be sent to Printer and Publisher. The price is 15 cents each, postpaid, cash with order. The above ad. might well be extended by the adding of more descriptive matter. Have a talk with your local hardware dealer about it. Fill in prices to suit advertiser.

Remove the Dust and Dirt and Save the Doctor Bills

THE earlier the house is given a thorough cleaning the better. During the long winter, with stoves and furnaces going all the time, dust and dirt accumulates in every nook and corner. In the winter, too, there is usually insufficient ventilation in the home, and disease germs find no better breeding places. Just because they cannot be seen is no indication they are not there—take no chances, but get your supply of house-cleaning ammunition at once. Read carefully these suggestions:

Powdered Ammonia

Softens the water and eases the work of rubbing the floors and furniture. Blank brand, .. cents per package.

Sweeping Powder

Why sweep in clouds of dust when you can prevent it by the use of a little sweeping powder? Use it on the floors, rugs and carpets. Large can, .. cents; small can, .. cents.

Chloride of Lime

Nothing better for the closet or for sweetening drains. Every home should always have a supply on hand—one of the finest chasers of disease germs known, and the price of a tin is small, only .. cents.

Liquid Ammonia

Some prefer the ammonia in liquid form. Simply moisten the cleaning rag with it and it's ready for use. A good-sized bottle for .. cents.

Sink and Bath Tub Cleanser

You know how hard it is to get the dirt off the sides of the sink and bath tub. Blank brand is a powder which does the work with the least amount of rubbing. Per can, .. cents.

Lye

Another fine disinfectant is lye—there are few houses which do not keep a plentiful supply on hand. It will take up grease and other dirt from the floors as quickly and easily as anything. Per tin, .. cents.

Furniture Polish

To make the chairs, tables, window sills and other furniture clean and bright, use Blank Brand. Just rub it on with a clean cloth and it will produce a bright shine like new. Per bottle, .. cents.

Silver Polish

The table silver, no matter how good it is, soon tarnishes. Brighten it up with ————. This is guaranteed to brighten silver and give it a shiny, new appearance. Per bottle, .. cents.

Metal Polish

For shining up the brass knobs on the buffet and other furniture, a good metal polish is necessary. Try ———— Brand—it is recommended for pots and all metal fittings about the house. Per bottle, .. cents.

Brushes and Brooms

Did you ever think how much time could be saved the year round by brushes that get behind and under the stove and the radiators, and between the spokes of the broom? Why not make your work lighter? A full supply to choose from.

Dustless Mops

These mops are working wonders in thousands of Canadian homes. They get into the corners and pick up all the dirt. For your housecleaning campaign this year let the dustless mop help you. Different sizes at ... and ....

Soaps

Of course you will not attempt house-cleaning without a good supply of soap. It is the ever reliable. We recommend ———— at .. cents per bar.

Mops, Washboards and Clothes Pins

A full supply on hand of all kinds of woodenware for the cleaning season. Come in and let us show you our stocks—made by the most reliable manufacturers.

Please remember we guarantee every line of house-cleaning helps advertised—they have all been tried and tested. Select your requirements at once from a full stock.

JAMES THOMPSON & SON,

75 Main Street **Phone 196**

Above is tendered as a suggestion for a housecleaning newspaper advertisement. Retailers will fill in the brand names they wish to advertise and their own prices.

This is a year when retailers should look to increasing the number of lines carried, in order to keep sales up to normal. Some items suggested by this advertisement may not be carried in stock regularly and the publisher should point out to the retailer the possibilities of increasing business by means of introducing new lines in season. The heading on this splendid housecleaning advertisement suggests editorial cooperation. Clean houses help to make a community healthy. Your local grocer could use this ad. pretty much as it stands and profit by it. Suggest it to him to-day. Just as we write this there comes to our notice two advertisements that were shown in last month's insert that have been reproduced in entirety in a Western paper. They meant a gain in business for that week of 30 running inches.

Pure Maple Syrup and Pancakes

What more delicious combination? Can you place before the family anything that will be more appreciated? We sell nothing but absolutely pure maple syrup and we can suggest nothing nicer for luncheon or evening meal. Please remember our maple syrup is the purest made in Canadian maple forests—it was made and packed in sanitary surroundings by reputable manufacturers and is fully guaranteed.

Blank Brand Pure Maple Syrup—In quart bottles, with the true maple flavor, most delicious with pancakes, muffins or hot cakes, per quart bottle, ..c.

Pancake Flour—This flour is done up in neat packages, with directions on making buckwheat pancakes. When you order maple syrup ask for a package, ..c.

Pure Maple Sugar—Only a few cakes of these left—the flavor is the true maple and absolutely free of cane or other sugar. A rare treat for the children, ..c a cake.

ONLY FOODS OF HIGH QUALITY RECOMMENDED BY US.

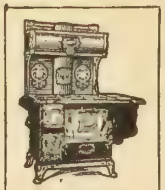
THOS. JEPSON

87 Bradley St. Phone 111

''Sap's runnin' '' and this is the season when all good, faithful housewives are replenishing their supply of maple syrup. What a job it is to secure the guaranteed, pure kind, and how suspicious purchasers are! Good advertising can overcome a good deal of the suspicion that would otherwise prevent sales. Pushing sales in season is one of the secrets of successful merchandising; therefore push the sales of newspaper space for the advertising of seasonable merchandise.

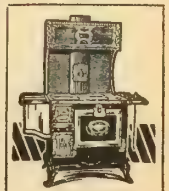
BIG REMOVAL SALE

GENUINE BARGAINS



This Range for $49.75
Regular price $60.00

HAVING purchased the Hardware business of Smith & Gaetz we will move into their premises about March 1st. We want to move just as little of our stock as possible, and in order to accomplish this quickly we are offering the most extraordinary reductions all through our large and well assorted stock. You will want to buy at the prices we are offering.



This Range for $28.50
Regular price $35.00

ALL RANGES, STOVES and HEATERS REDUCED

Exceptional Values in Sad Iron Sets
Regular $1.75 for $1.18
Regular 2.00 for 1.35

Nickel Plated Tea Kettles
Regular 1.90 for 1.35

Lanterns
Regular 1.00 for 70c.

Here IS A Bargain WRINGERS
Regular 5.00 for 3.45

Bread Mixers
4 loaf
Reg. 2.50 for 1.95

Han dled Axes
Reg. 1.00 for 70c.

Wash Boilers
Galvanized, reg 1.25 for 95c
Copper bottom, 3.36 for 2.35
All copper, reg 5.50 for 4.15

Pudding Dishes
Regular 25c for 15c.

Double Boilers
Blue and White
Regular 1.25 for 95c.
Regular 1.50 for 1.15
Regular 1.75 for 1.35

Food Choppers
Regular 1.75 for 1.35
Regular 3.00 for 2.35

Galvanized Pails
Regular 35c for 25c
Regular 40c for 30c
Regular 50c for 40c
Extra heavy, reg 75c for 55c

Egg Beaters
10c

Spoons
Regular 15c for 10c

Scrub Brushes
Your choice 20c

Mops
Regular 25c for 15c

O'Cedar Mop
25c Bottle of Polish FREE with every 1.25 and 1.50 Mop

.22 Shells
U. M. C. Smokeless, 5 boxes for 1.00

Pocket Knives
At prices that are bargains

Razors
Regular 2.00 for 1.25

Flour Sifters
Regular 25c for 15c

Wash Boards
Glass, brass or enamel, regular 60c for 40c

Scissors
15 per cent off

Horse Clippers
Regular 10.00 for 8.50

Vises
This style greatly reduced

Manure Forks
10 per cent off

Meat Saws
Regular 1.50 for 95c
Regular 60c for 40c

Braces
Reg 75c for 50c
Reg 1.25 for 85c
Reg 3.00 for 2.20

Hack Saws
Regular 1.25 for 70c

Maydole Hammers
75c.

Wheelbarrows 4.50

Wrenches
15 per cent off

Padlocks
Regular 60c for 35c

Hair Clippers
Regular 1.75 for 1.35

Curry Combs
15c

Pliers
Black 35c; nickel plated 45c

GREAT BARGAINS IN ALL STANDARD LINES OF GRANITWARE

Disston's Saws
Regular 2.25 for 1.85
Regular 3.00 for 2.35

Grinders
Reg 2.50, 3.50 and 7.50, for 2.00, 2.90 and 6.15

We have arranged our stock so that everything is marked in plain figures. Come early and secure some of the bargains. Mail orders will receive our best attention. Cash must accompany order. These prices are so low that cash is necessary.

Watch Our Windows for Bargains
They will be worth while

More Specials Here
Wire Fence, all No. 9, 5 wires high, special 25c per rod

FREE
We will give 6 Bricks Free with every Foot Warmer sold

THE DAY HARWARE Co.

Gaetz ave
Red Deer

An advertisement that shows the splendid effectiveness of illustrations. Most of the small cuts are from ''Hardware and Metal's'' series. There is perhaps no class of advertising that can be so much improved by means of good illustrations as hardware advertising and there is none in which the lack of illustrations is so serious a defect. You will do yourself a service by drawing the attention of your local hardware dealer to this splendid page copy.

WAYS OF OTHER PUBLISHERS

Enclosures With Statements

A GOOD idea comes from the *Progress*, Estevan, Sask., in a letter from the proprietor, H. T. Halliwell, as follows:

"I enclose a small card as a sample of a little help to advertising which can be enclosed in envelopes when sending statements or letters to customers. I make it a practice to enclose a card or blotter each month, stimulating interest in advertising and job printing, and find that it helps considerably in winning new business and keeping the old. In our office we make it a rule to get out something fresh every month, and the cost is small, as the job can be done at a time when work is not very heavy in the office."

Create the interest of others in your business by showing your own enthusiasm for your own business. Keep up the fires of publicity that the steady pull may keep attention directed towards your efforts.

The Estevan Progress

The Paper With A District-Wide Circulation

Saskatoon Star Uses Novel Scheme

THE PAPERS that are getting the local business to-day are those that are employing unusual methods to get advertisers in the paper that would not come in on an ordinary basis. One such scheme was recently "put across" by Saskatoon Daily *Star* that met with such a good response that it would seem an excellent plan for some other papers to try out a similar scheme. This was a "Who's Who Contest," a full page being divided into 20 spaces and sold to local advertisers. Each advertisement contained a portrait of a proprietor or manager of one of the business firms advertising on the page, but instead of being in the space of the advertisers to which they belonged, they were all interchanged so as to confuse the reader. No names appared below the portaits, so it was up to the contestants to display their knowledge of the faces of local business men by attaching the correct names to the portraits. The prizes offered totaled $40 in cash. At the close of the contest the page appeared again, but this time with each portrait appearing in the advertisement to which it belonged.

It would seem that a contest of this sort possesses enough originality as well as actual worth to "make a hit" both with advertisers and readers in any fair-sized town. We have no information as to the basis on which the page was sold by Saskatoon *Star*, but it would appear that a good revenue could be realized from this special feature. For instance, 20 advertisers might each be assessed $10—perhaps more—for the two insertions, or total receipts of $200. From this there would be deducted an expense of $40 for prizes and $40 for cuts, allowing $2 each for the latter. This would leave $120 as the revenue from the space. $60 a page would be better than the regular space charge in most small dailies and weekly newspapers, especially when it is considered that the second insertion is made with practically no resetting. The editorial value of such a contest should not be overlooked either.

La Patrie Conducted Window Contest

LA PATRIE, Montreal, conducted a very successful "Made-in-Canada" window display contest recently, over 300 stores participating. The week of February 8 to 15 was set aside as "Made-in-Canada" week and the interest of the public was focused on 300 or more excellent window dispays, featuring made-in-Canada goods. By means of large display advertising in both French and English papers and editorial co-operation the public interest aroused was very great, so much so that there could be no doubt of the success of the campaign. Naturally all the newspapers participated in the extra advertising produced, though the campaign was inaugurated by *La Patrie*.

Good Plan Used by Simcoe Reformer

EVERY publisher knows the difficulty attendant on securing the favorable attention of all his subscribers in regard to the matter of paying up their subscriptions and keeping them paid up. Of course it would be a splendid thing if every paper were sold on a strictly "cash-in-advance" basis, but in the meantime here is a splendid idea that is being worked out by Hal B. Donly, publisher of Simcoe *Reformer*. The reproduction shown herewith tells the story. First of all the subscriber's interest is aroused by requesting him to glance at the label, which appears in the space above, and to advise the publisher if it contains any inaccuracy. It is only a step then to suggest to the subscriber that "if you find yourself in arrears it would be much appreciated if you remitted the amount due." Thus every copy of the paper contains on the front page a first rate collection letter that brings steady returns and reduces the volume of "billing" and the resultant embarrassment that some people feel who really intended to pay their subscription promptly when due.

Printer & Publisher



To Subscribers:

The mailing sheets of The Reformer have been corrected up to and including

Wednesday, Feb. 24th

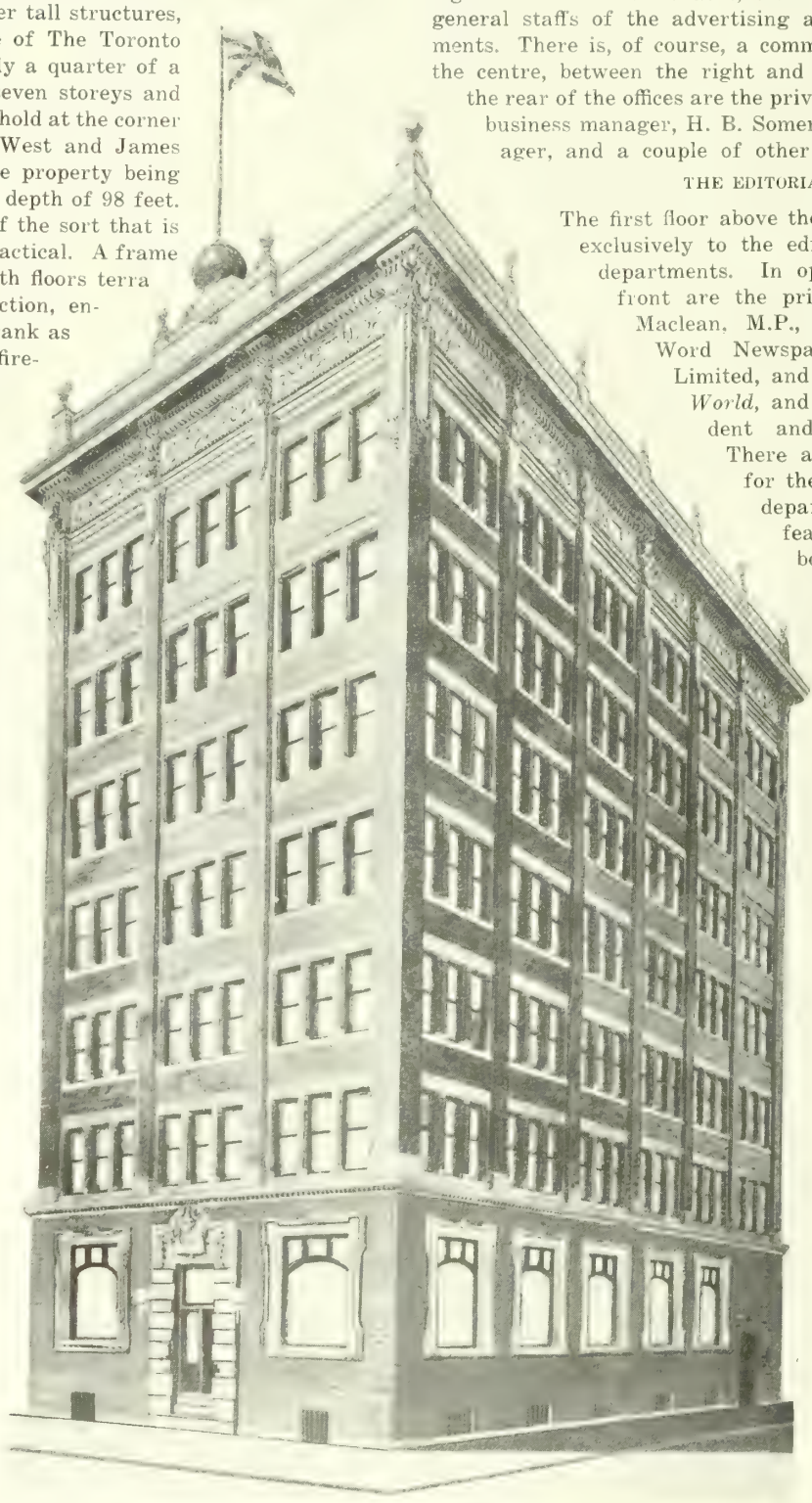
In the past three months we have made over a thousand changes in these lists. We do not claim to be superhuman, and that there are errors, is inevitable. Will you glance up now and look at the date on your address label. It is supposed to give the end of the period for which your subscription is paid for. If it is not in agreement with your receipt, will you please drop us a card and tell us of the error. We want to make it right now. If you find yourself in arrears, it would be much appreciated if you remitted the amount due.

A courteous reminder to subscribers to pay up.

Toronto World Building Cost Quarter Million

Approaching Skyscraper Class—Handsome and Substantial Construction—Forced Draft Ventilation—A Unique Press Equipment

RIGHT down in the heart of Toronto's busiest business district, and holding its own both in size and appearance among numerous other tall structures, is the splendid home of The Toronto *World*. It cost nearly a quarter of a million to erect the seven storeys and basement on the leasehold at the corner of Richmond street West and James street, the size of the property being 60 feet frontage by a depth of 98 feet. The construction is of the sort that is both handsome and practical. A frame of steel and brick with floors terra cotta arched construction, entitle the building to rank as a first-class, modern, fireproof structure. At the same time, the employment of restrained ornamentation, as shown in the illustration, give to the *World* office a degree of substantial beauty that attracts favorable attention. In the interior also, there is an appropriate blending of practical utility and pleasing appearance. Passing through the revolving doors into the business office, for example, one is impressed by the mosaic tile flooring, the marble counters and fittings, oak and glass partitions dividing the private offices, and the iron and slate stairs. An Otis-Fensom high-speed passenger elevator connects with all floors and in the rear is a freight hoist running from basement to third floor. Windows, of which there are an abundance, are all of plate glass.



TORONTO'S TALLEST NEWSPAPER BUILDING.

OFFICES ON GROUND FLOOR.

About half of the main floor is devoted to offices, the rear portion being occupied by the press and mailing rooms. On the left-hand side, entering the front door, is the circulation department, in charge of J. Lang. Flat top desks are a feature here, and, in fact, this applies also to the other departments. On the right-hand side are H. Goss, secretary-treasurer, and the general staffs of the advertising and accounting departments. There is, of course, a commodious public space in the centre, between the right and left counters. Across the rear of the offices are the private offices of F. C. Hoy, business manager, H. B. Somerville, advertising manager, and a couple of other offices for assistants.

THE EDITORIAL FLOOR.

The first floor above the ground is given over exclusively to the editorial and reportorial departments. In opposite corners at the front are the private offices of W. F. Maclean, M.P., vice-president of the Word Newspaper Co. of Toronto, Limited, and editor of the Toronto *World*, and H. J. Maclean, president and managing director. There are also private offices for the editorial writers and department editors. Other features are the switchboard and enquiry desk, sound-proof telephone cabinet and library.

COMPOSING AND STEREOTYPE ROOMS.

There are some features of the composing and stereotype departments, which are located on the second floor, that are worthy of special note. One of these is the forced draft ventilating system which is so arranged as to carry the fumes and foul air from every machine in both departments. Electrically driven apparatus provides a suction draft which is a successful antidote to the dangerous fumes and heated air and odors that are so often a bane to efficiency in the mechanical departments of a newspaper.

TYPECASTER A USEFUL FEATURE.

A Thompson typecaster is kept busy in the composing room and is looked upon as an extremely valuable item of equipment. A large number of shelves are placed convenient to the machine and on these hundreds of little bins, made of

tin, for the storing of sorts. When one of these bins becomes empty a card is attached to show this and the caster operator in looking over the shelves sees this card and replenishes the supply of sorts. Indeed, so well does the system work, that it is found more profitable to throw the smaller sizes of type in the melting pot when used once rather than distribute them in cases. The bins, by the way, are indexed from the top and side, and to find a required sort is like finding a place on an indexed map, only quicker. The eye runs down the side of the shelves to the particular font required and then across to the bin containing the individual character, the characters being in rows from top to bottom.

10 LINOTYPES AND 2 INTERTYPES.

The typesetting equipment is along the windows on the James street side of the building, there being 10 linotypes and 2 intertypes, the latter having been added recently. The space available is not long enough to accommodate all the machines so four are ranged in a second row, being placed back to back to four others. These are operated by a line shaft along the floor, which is boarded over, forming a permanent platform for adjusting distributors, etc., on the whole eight machines. The other machines have individual motors.

The "ad. alley" is across the front of the floor, with proof-readers' room in the corner, while the turtles and other make-up facilities are ranged down the centre, back of the machines.

The stereotyping department is equipped with every item of the most modern equipment necessary for getting plates to the press room in record time. There are, of course, molding machine and steam tables, and in addition an autoplate machine and an auto shaver and cooler, besides supplementary equipment.

LARGE REQUIREMENTS IN ART AND ENGRAVING.

The higher up one gets in a big city office building, the purer the air and the brighter the sunshine. This is very noticeable when the visitor arrives at the art and engraving departments of the *World*, located on the seventh floor from the busy street below. Although there are many other tall buildings in the neighborhood, the occupants of this floor can look down upon many of their neighbors and the noise of the street is diminished and the light undimmed by any opposite walls. It is fitting that the entire floor should be given over to the photographic, art and engraving departments of the paper, for these need just the facilities that are here available, and in the case of The Toronto *World* there is an unusual importance attached to these departments by reason of the many illustrations required.

ESTABLISHING A RECORD.

The engraving department occupies the front of the floor, and in it is found every piece of equipment that has proven its ability to help produce satisfactory engravings in the shortest possible time. Some idea of the *World's* facilities for illustrating may be secured from the fact that on the occasion of the dance held recently, three five-column cuts were made complete in 35 minutes. The entire time that elapsed between the taking of the flashlights and the placing of copies of a special "dance edition" of the *World* in the hands of guests was one hour and five minutes. This included development of films, making of prints, engravings, putting cuts in form, stereotyping pages, adjusting plates on press and running. This is a record that would be hard to beat. H. E. Cooper, is in charge of the engraving dept.

TWO PRESSES MADE INTO ONE.

The Toronto *World* has accomplished and has in daily use in their press room a feature that is believed is not duplicated anywhere. Two 36-page Duplex Presses, built with the intention of being operated entirely independent of one another, are so equipped electrically and mechanically as to be capable of uniting and operating as one machine, and that too while using color decks on both presses. The full capacity of the presses, working in tandem, is 36 pages. 8 of which may be in four colors. The presses are placed side by side, but a couple of yards apart and the only indication that they are working together is that the web, after passing through one machine, passes on to the other over the gap between.

The unusual feat is achieved by a system of cleverly arranged gears, beneath the floor, joining the drive of the presses, and the making of the electrical system into one unit. Thus it is possible to start and stop the entire outfit at any of the main or sub-stations on either of the presses. Of the seven sections that comprise the complete edition of the *Sunday World* there are three—comic, magazine and editorial—that are run through every week, some pages of each being in four colors. The paper roll feeds the press from the basement, this being also an unusual feature. W. E. Swin is in charge of the press-room.

THE SUNDAY WORLD.

The Sunday World is in itself an achievement worthy of special note when it is remembered that, unlike the American Sunday editions, it is neither printed, distributed, nor sold on Sunday, and yet compares favorably with the Sunday papers issued in the United States. The last forms of *The Sunday World* do not reach the press room until 6 o'clock Saturday night, and yet in the short space of six hours between then and midnight, the paper has an average sale of 90,000 copies. It is likely that publishers of big American papers who regard Sunday publishing as a necessity would think it quite impossible to attain such a large circulation if the privilege of Sunday distribution were withdrawn, and yet the facts show that *The Sunday World* has actually accomplished the well-nigh impossible. Even as late as 8.30 a special local news section, covering the days' sport, etc., is sent to press, and 35,000 copies of this are sold locally, almost entirely by street sale.

JOB PRINTING TOO.

Now that the high-class picture section of *The Sunday World* is being handled by the photogravure process in the plant of Grip Limited, three cylinders formerly employed on this work have been made available for printing and work is being done for the trade. There are two large Whitlocks and one pony machine of the same make. This department is in charge of Thos. Whitcombe.

HISTORICAL DETAILS.

The Toronto *World* started very suddenly in August, 1880, by W. F. Maclean and Albert Horton and got on the street within two days after the decision to bring out a paper. It was a very small evening at the start and moved along somewhat slowly as the only competitor to the *Evening Telegram*. Later on Mr. Horton withdrew and is now chief of the reporting staff of the House of Commons at Ottawa. Soon after the *World* was started the *Mail* put an evening paper in the field called the *News*. This caused the *World* to go into the one-cent morning field early in the eighties and abandon the evening field. At that time the only other one-cent morning paper was the *Sun* of Baltimore. The *World* began to pick up as a one-cent morning paper and its circulation and advertising grew.

Owing to the opposition that had been raised by all the other Toronto papers against Sunday cars, which was advocated by the *World*, and which measure had been defeated at the polls, the *World* decided to put out a Sunday edition of four pages. This was quite a burden for a number of years but it gradually worked its way forward and now often runs at fifty-four pages a week.

PRINTERS' ORGANIZATIONS

TORONTO BOARD MANAGER HOPEFUL.

THE EARLY approach of spring seems to have stimulated business to some extent, but there is still an unusually large amount of shopping and a tendency to curtail orders, to the great discouragement of printing salesmen.

Some serious price-cutting is still in evidence as well as a large amount of legitimate cheapening, both of which reduce the total amount of business available and keep the market unsettled.

One noticeable feature of present conditions is an increased interest in cost finding, though still coupled with an unwillingness to take the necessary steps for installing the system.

The students of the Cost Class show good progress and keep up their interest. This class will probably close the first week in April.

The Estimate Class is making headway but is not as well attended as it should be, but the students in attendance show intense interest and are improving rapidly. This class is open to any employing printer or foreman in Toronto, and its sessions will continue each Monday from 6.30 to 8 p.m. until April 19.

The Graphic Arts Board of Trade is making arrangements for a Spring Campaign of publicity and membership and will run a special summer class in Cost Finding if a sufficient number of applications are received.

GRAPHIC ARTS BOARD OF TRADE

Daniel Baker..

VANCOUVER PRINTERS JOIN R.M.A.

The Vancouver Printers' Board of Trade has been disbanded as a separate organization and the Vancouver printers are reorganizing as a section of the Retail Merchants Association. It has been found necessary to adopt this course on account of the expense in maintaining a separate association. Under the new arrangement the dues have been considerably reduced and the association retains the same secretary, T. J. Corley, who is now secretary of the Retail Merchants' Association. One-half of the monthly dues will be paid to the R.M.A. and the other will remain to the credit of the Printers' Section, which will elect its own officers and manage the social and educational features which will be the main objects of the section.

The printers will have the privilege of using the Credit Rating and Collection Departments of the R.M.A., both of which have been developed to a high state of perfection. The use of these departments alone is worth more than the dues to any member. It is expected that almost every office in the city will associate itself with the new section regardless of past differences and present conditions.

NEWS OF TYPOTHETAE DOINGS.

P. P. TYLER, secretary of the United Typothetae and Franklin Clubs of America, has sent PRINTER AND PUBLISHER the following news respecting activities of that organization:—

Conference Board on the Training of Apprentices.

During the past month the United Typothetae and Franklin Clubs of America became a member of the Conference Board of the Training of Apprentices, a body closely related to the Conference Board on Safety and Sanitation, which is composed of a number of National associations. This affiliation will undoubtedly be of much value and assistance to our own Committee on Apprentice Training, for it is the purpose of this Conference Board to deal with the important industrial problem of trade education.

The Blank Book Division Mailed to Users of the Standard Price List.

The Price List Committee recently met at the National office of the United Typothetae and Franklin Clubs of America, Chicago, to give final approval to the new Blank Book and Ruling Division, and early in March this new division, consisting of eleven pages of tabulated and other data, together with all the necessary instructions for its use, was mailed to the users of the price list. This latest addition to the Standard Price List makes possible the easy computation of the selling price of a blank book of any description, or a ruled job of any combination of down and faint lining and should receive a hearty welcome from those printers who have heretofore lacked information of such a reliable kind covering this class of work.

In addition to the above mentioned section, several pages have been revised and new matter added. Other revisions are contemplated in the near future. As a most reliable guide to what should be the selling price of the printed product, the Standard Price List is unique, and that printer who is not now profiting by its use should learn more of it and the other advantages of membership in the United Typothetae and Franklin Clubs of America. This book is but one of the many helpful features of service of that organization.

PRACTICAL MISSIONARY WORK OF MONTREAL BOARD.

MARCH saw the publication of the first issue of the *Printing Trade News*, a two-page bulletin issued by the Montreal Printers' Board of Trade in the interests of the printing industry and the allied trades of Montreal. This takes the place of the monthly publication of *Montreal Printers' Bulletin*, which was printed in both English and French. On the first page there is an article on What Printers' Organizations Have Done, and another on Ignorance of Costs.

This is not all. Chas. H. Tice, the secretary-manager of the Board, whose earnest work is being more and more appreciated, is now issuing a weekly letter, the first of which was dated February 22. These are so interesting, the Montreal trade will begin to look forward to them, as every one is packed with vital information to the printing trade. Their purpose is to show what is being gained by members of the Board, and what is being lost by those who are not members.

The first letter tells how a member won the confidence of one of his largest customers. He was asked to tender on 25M price lists, of 16 pages. His estimate was submitted to the Board, who found that he had double the necessary stock, as he had figured that he could only produce three complete books out of one sheet, whereas he should have figured on six. Also, as a result, the presswork, binding, etc., were wrong. Incidentally, when the new estimate was submitted to the custmoer, an explanation of what the Board had done was made to the customer. The latter was so impressed he stated that on future orders he would not shop around for prices.

Letter No. 2 draws attention to the evils of printers not figuring on the specifications submitted by the customer. Mr. Tice tells two stories to illustrate his point. Here is the first:—

"The day before yesterday a printer had me check up an estimate for 10M ruled and printed blanks for a loose-leaf binder. When he submitted his price the customer said: "You are way high: Mr. So-and-so offered to do the job for such and such a price." I phoned Mr. So-and-so and asked him if he had quoted on this particular job, and if his price was what we were told by the customer; he answered in the affirmative. I said, "For goodness' sake, you are making the customer a present of the job," and he replied: "Not on your life." The difference in the estimates was on the paper; the sample asked for by the customer was a Standard Water Mark, costing 20c. per lb. and the printer who received the order figured on a 12c. paper. Do you think this is fair competition? I do not, to my mind the printer should have figured on the specifications he was asked for, and if he so desired, could have submitted a cheaper stock, but so specified."

Here is the second story:—

"A certain printer in this city had for years been doing all the work of a certain law concern. About two years ago, a new partner

was taken into the concern. The first thing he did was to try and cheapen the stationery and printing account. He asked for tenders, and after the printer had figured a number of times and was always told that he was too high, he declined to figure any more. It went along for some time when the senior member of the law concern met his old friend printer on the street and said to him: "Mr. So-and-so, you are furnishing me with very poor stationery. I went to sign a letter the other day and my pen went right through the paper." The printer laughed and said: "I have not been doing any work for your concern for a couple of years: your man said my prices were too high—the stock I used to supply on your letter heads cost 20c. per lb., what you are now using costs 8c. per lb. The result was that the lawyer gave instructions to send all his work to the old printer and not ask for price."

Mr. Tice makes the claim in his third letter that there is less uniformity as to cost and production in the bindery than in any other department in Montreal. The bindery should show a profit the same as composition, presswork, etc., but in most cases it does not. Mr. Tice made a test, and this is what he says about it:—

"I asked different printers in the city what they would figure the selling price on binding 5M. copies of a 64 (4-16s) page and cover Catalogue, to be folded, saddle stitched and trimmed. I received figures all the way from $4.00 to $10.00 per M.—no two figuring alike. This showed a difference of 150% between the lowest and the highest, or, in other words, one man was willing to do the work for $20.00 that another one wanted $50.00 for, a difference of $30.00.

"I am submitting herewith a detailed estimate of what, as far as I can gather, is about the correct price for the work. You will not all agree with me, but may I ask those who have accurate records, to compare these figures with their cost sheets?

5M. copies—64 pages (4-16s) and cover, 6 x 9.
Ordinary Book Paper.

Setting machine, 1 hour	$ 1.25
Running 20,000 sheets, 1,200 per hour, hand feed	20.83
Folding cover, $0.75	3.75
Gathering 5 Forms, $1.50 per M	7.50
Wire stitching, $1.25	6.25
Trimming, $1.00	5.00
Pressing, counting, banding	2.50
	$47.08

"$9.42 per M., about $2.00 per M. more if it is all hand folded and at least 10 per cent. more on each of the above if coated paper.

Only yesterday two printers asked different binders for a figure on the following specifications, as per sample submitted:—10M. Catalogues, size 5½ x 6¾, 240 pages, book to be sewn, bound in Vellum de Luxe, semi-flexible covers, with first and last signature, guarded with muslin strip, edges to be square: One binder's price was 7½ cents and the other one's 11½ cents per book."

The value of the Board of Trade for checking estimates is clearly shown in one of these letters. The story is told of a printer who had occasion to figure on a catalogue. The Board found an error in the estimate, and suggested that the price be raised by an amount of $70. He got the order.

In the same letter is an instance of a printer getting his estimates checked, by two Printers' Boards, and losing the order. At the price paid, he did well to lose it. Under date of February 25th, the Board was asked, in a letter from a printing and publishing company, of Brockville, Ont., to make up an estimate on:—

> 5M. (in duplicate) Blanks, size 9⅜ x 6½, printed 2 sides, one color, punched four holes, numbered in duplicate, in pads of 50 (duplicate).

A detailed estimate was made up by the Board of $34.00. Under date of March 3rd, a letter was received from the Brockville printers expressing their sincere thanks for the trouble taken in preparing the detailed estimate, and also saying it might interest us to know that the Toronto Printers' Board of Trade estimated the job to be worth $39.00, against our $34.00; but the customer found another printer who would do the job for $19.00.

WINNIPEG BOARD LUNCHEON.

Sir Hugh John Macdonald was the guest of the Winnipeg Printers board of trade luncheon, March 4. G. H. Saults introduced Sir John. At the close of the luncheon a substantial cheque was handed him to [illegible]

SOLDIER-PRINTERS AT THE FRONT.

Editor Printer and Publisher:

Our typographic brethren and their families in Europe are enduring unprecedented hardships. Fully two-thirds of the employing and employed printers in Germany, France, Austria and Belgium are conscript soldiers. A German printing trade periodical just received contains a list of the names of three hundred and sixty German printers who have been killed in battle. This is only one among several such lists. The "Member's Circular" of the British Federation of Master Printers has a list of two hundred and two master printers now serving as officers in Lord Kitchener's new army. The London Society of Compositors is represented in that army by over five hundred volunteers. From one printing plant in London, twenty-eight compositors are now in the trenches in France. Doubtless the printers in other cities in Great Britain have responded in like proportions to the call to arms. In all these countries the relief funds of the printers' associations are at their lowest ebb.

I am not informed as to what steps (if any) are being taken in the several countries engaged in war for the special assistance of printers, except that this mail brings to me a request from the Secretary of the Master Printers' Association of France (Union Syndicale des Maitres Imprimeurs de France) to ask you, Mr. Editor, to invite contributions to a fund now being raised in France for the purpose of giving comfort and assistance to the printers of France and of Belgium now in the trenches or in the hospitals. One feature of this benefaction is providing comfort packages or kits, each of which costs 5 francs ($1.00). Each contribution of $1.00 will be acknowledged in the official periodical of the Master Printers' Association (Bulletin Official de l'Union Syndicale des Maitres Imprimeurs de France) and the donor will also receive a personal acknowledgement from the printer-soldier who receives the package bought with the dollar. Larger contributions will bring personal acknowledgement from each recipient of a dollar package. The value of this alleviation of hardship, especially to the wounded, afforded by such a gift will be appreciated by all who realize the unprecedented horrors of this terrible war. "Therefore, all things whatsoever ye would that men should do to you, do ye even so to them."

The Union Syndicale des Maitres Imprimeurs de France is composed of the larger proportion of the master printers of France. There is no other employing printers' association in France. Remittances should be by postal money order, payable to Mr. Rene Bill ut, Secretary, 7 Rue Suger, Paris (VI), France.

Jersey City, February 18, 1915. H. L. BULLEN.

Soliloquies of the Devil

BY H. F. LOCKHART.

I pied a galley here, the other day,
Before the bloomin' paper went to press;
I pick it up and ply my trade right away,
And put it back together just by guess.
The make-up man he chucked it in the form;
The thing went through. Oh, golly, what a storm!

"John Smith will sell at 20 Prospect street,
At the bride's home, on Wednesday at high noon.
An only daughter, beautiful and sweet
With spotted feet, and coming two next June."
So help me, that's the way the darn thing read.
I saw it, and I nearly fell down dead.

That ain't the worst. The thing went on to say:
"Mike Dolan died last night at half-past eight:
No fire insurance carried, so they say;
Loss total, but the value was not great."
You'd ought to heard the widow tear and rave—
It makes me sick the way some skirts behave!

"A son was born to Dr. Richard Vose,
A glossy black, and weight a thousand flat;
His mother was by Danby, out of Rose—
With gloves to match, and wore a picture hat."
The foreman threw three fits and clawed the air;
For once he got so mad he couldn't swear.

"The Park House burned to ashes Tuesday night.
The cause, they say, was softening of the brain;
The noble firemen made a gallant fight
In satin duchess, made with fishtail train."
Ain't that the everlasting limit? Gee!
The way the whole darn bunch jumped on to me!

The boss he had me on the carpet, too.
Gosh! He can throw a heller to the ground!
I sneaked his office feelin' mightly blue,
When all to once I heard a funny sound.
The [illegible]
To know just what that guy was laughing at!

—*Inland Printer.*

DISTRICT PRESS MEETINGS

PERTH AND HURON COUNTIES ASSOCIATION OFF TO GOOD START.

THE newly-formed Perth and Huron Counties District Press Association held its initial meeting at the City Hall, Stratford, on Monday, Feb. 22. There were present President H. B. Elliott, of the Wingham *Times;* Sec. Alex. Abraham, of Stratford; H. D. Davis, Mitchell *Advocate;* Lorne A. Eedy, St. Marys *Journal;* H. L. Stewart, St. Marys *Argus;* Malcolm MacBeth, Milverton *Sun;* G. B. Blachford, Listowel *Banner;* C. O. Tatham, Listowel *Standard;* R. T. Croft, Seaforth *News;* K. McLean, Seaforth *Expositor;* J. W. Vanatter, Goderich *Star;* W. M. O'Beirne, K. O'Beirne, W. Ewart, Stratford *Beacon;* W. S. Dingman, Stratford *Herald;* Wm. Pratt, W. Schmidt, Stratford.

President W. M. O'Beirne of the Canadian Press Association welcomed the pressmen to Stratford. Mr. O'Beirne expressed the opinion that the country weekly had a good field before it but he



H. B. ELLIOTT,
President Perth and Huron District Press Association.

pointed out that the country publishers were not getting a sufficient rate for advertising, job printing or subscription. He was glad to see that the men were taking up the matter of a $1.50 subscription rate for the country weeklies.

The membership fee was fixed at $1 and Lorne Eedy, W. Schmidt, and J. W. Vanatter were appointed a committee to draft a constitution.

The greater portion of the afternoon was taken up in drafting a job price list for the two counties. The prices were based on the former Huron price list with some alterations to meet changed conditions. The matter of getting a better subscription rate was also discussed and it was decided to discuss a $1.50 subscription rate at the next meeting to be held at Goderich on July 16.

The members were the guests at luncheon of the Stratford men of the press at the Windsor Hotel.

ANNUAL MEETING OF HALTON PRESS ASSOCIATION.

The annual meeting of Halton Press Association was held in the office of the County Representative of Agriculture at Burlington, Friday, 19th February.

E. A. Harris, the President, occupied the chair. He welcomed the members very cordially to the new town of Burlington, referred to the unusual conditions in the newspaper world created by the war and felt that under present circumstances there is much to be gained by fair and united effort to arrive at uniformity of rates for advertising, combined with the effort to improve their respective papers.

The election of officers resulted as follows: President—J. M. Moore, *Herald,* Georgetown. 1st Vice-Pres.—W. J. Fleuty, *Record,* Oakville. 2nd Vice-Pres.—G. G. Mitchell, *News,* Oakville. Secretary-Treasurer—H. P. Moore, *Free Press,* Acton. Assistant Secretary—J. Victor Coleman, *Free Press,* Acton. Executive—E. A. Harris, *Gazette,* Burlington; Wm. Panton, *Champion,* Milton; A. S. Forster, *Star,* Oakville; R. White, *Reformer,* Milton.

R. D. Warren, formerly of Georgetown, now of Toronto, one of the first officers of the Association, was made an honorary member.

The day was spent in the discussion of various matters of interest to the craft of the county, especially with reference to the energetic exploitation, through the columns of the papers of the members, of the Patriotism and Production campaign of the Dominion Department of Agriculture.

A resolution was passed unanimously endorsing the movement in view of the largely increased cost of production, to increase the price of weekly newspapers to $1.50 per annum.

The members were entertained to dinner at the Queen's Hotel by the retiring President, Mr. E. A. Harris, of the Gazette. Mayor Smith, was also a guest and in a brief after dinner speech welcomed the members of the press to the town of Burlington. He emphasized the important position the members occupy in relation to the progress and activities of the community.

After adjournment the members visited the fine new school.

The summer meeting of the association this year promises to be an event of enjoyable social interest.

Since the above report was in type a letter has been received by PRINTER AND PUBLISHER from Mr. Moore, the newly-elected president, that he had been compelled to decline to accept the office to which he had been elected. Mr. Moore was not present at the meeting at Burlington.

SPLENDID PRESS MEETING AT RENFREW.

By Mackenzie Wright.

Wilson Publishing Co., Readyprint Service.

Renfrew, March 20, 1915.

THIS MORNING the pressmen from the Ottawa Valley and St. Lawrence River Counties Press Associations concluded the district meetings commenced yesterday in this busy town of Renfrew. Through the courtesy of the Renfrew Hotel Co., Ltd., of which W. E. Smallfield, editor of *The Mercury* is president, the visiting knights of the quill were royally entertained. To most of the visitors Hotel Renfrew was known only by reputation, but all agreed that of its comfort and quiet refinement "the half had not been told." The town is under local option, but owing to the enterprise of its citizens (there are some 160 shareholders) the travelling public are now assured a service that can only be equalled in the large cities.

At the Friday evening session, E. Roy Sayles, Port Elgin *Times,* chairman of the C.P.A. Weekly Section, spoke on "Local Organization—The Need for It and Some of Its Results." He laid much stress on the value of county organizations, and showed its practical benefits in conditions now obtaining in Bruce, his home county. Better prices had already been secured, and while that was a very important benefit, it had not been allowed to exclude other considerations. Every Bruce pressman now had a wholesome respect for his fellow members, and each was willing to boost the other. As an instance, he cited how a farmer advertising an auction of his stock in one paper, was advised to use, in addition, any other paper, the proximity of which would seem to develop interest and increase attendance at the sale.

Lorne A. Eedy, St. Marys *Journal,* followed with a very practical address on "How to Increase Advertising—Local as Well as Foreign." As in a former address he again recommended a careful reading of the trade papers, most of which now recognized the value of publishing advertising suggestions to local merchants which they could use to their own advantage. A study of the

methods used by successful advertisers was strongly recommended, as a result of which good copy could be prepared and sold to merchants, who knew good advertising paid, but lacked the nerve or ability to prepare a suitable message. Such a course was doubly important now that rural mail routes delivered an alluring message from some city merchant, not once, but six times every week.

As to foreign business it was regrettable that the value of weekly papers was not better appreciated, a condition due chiefly to lack of advertising of such media to the advertising agencies and national advertisers. Other means, dailies, magazines, street car cards, etc., were being constantly kept before such organizations, and they got the business *their* advertising paid. And persistent telling of weekly paper values could only have a similar success. But the necessary campaign would require money, and so Mr. Eedy strongly urged his hearers to agree to the "dollar-a-month per member' campaign for one year and a number of new guarantors were immediately enrolled. He also emphasized the need of a printed rate card and *sticking to it* through thick and thin.

The next topic was "The Ideal Paper," by J. E. Elliott, of the Kingston *Whig*, who, from a rich experience produced a veritable show-table of specimens. In an apprenticeship of forty years he had learned that a well-written and kindly wedding notice, or a carefully prepared and sympathetic obituary went a long way with the readers. Many of the former were as carefully preserved as the marriage certificate; and in sacred little boxes all over could be found a tiny curl and little scrap of paper recording very gently and sympathetically the passing of the household sunbeam. Then the little personals were very important. Most people had sufficient vanity to be secretly delighted at seeing their name in print. It was space well used to record that "Muriel Ransom again stands first this month in Miss Weston's class." Muriel would be tickled all over, her parents would feel proud, and the teacher's stock would rise with members of the school board. Then he handed out advice on the seamy news of life. To use the soft pedal on most of the police court news, remembering that reports of such things in the paper frequently constituted a much heavier punishment than the sentence of the court. The recording of the beautiful and helpful things was a source of real satisfaction. As an ideal he recommended the sentiment of the singer who sang, "Let me live in the house by the side of the road and be a friend of man."

At the conclusion of Mr. Elliott's splendid address the session was adjourned until Saturday morning, when perhaps the most practical address of the gathering was delivered by W. E. Smallfield, on "The Cost of Selling Advertisements, and Its Bearing on Rates." Current copies of the Renfrew *Mercury* were shown, on which the time consumed in setting several ads was indicated. An average labor cost of about seven cents an inch was proved, which with overhead charges was increased to 12½ cents. No profit could therefore be expected unless the selling price was at least 15 cents an inch. He also dealt with the subscription rate question, showing how the *Mercury* had increased its list at a price of a dollar and a quarter, despite the publication of another first-class paper at the even dollar. He was sure the time was ripe for a general advance of fifty cents and that Mr. Sayles (who left on an early train) had recommended putting the change into effect next September, rather than waiting until January. Such a course would gradually prepare the great mass (whose subscriptions expired at the end of the year) for the increased rate. No definite action was taken but it was tacitly understood that the question would be discussed and determined at the regular annual meeting of the C. P. A.

As each address was concluded the topic was discussed and many interesting and helpful viewpoints disclosed. And even after the conference was over the questions were earnestly and carefully canvassed until the last train had gone.

Just before final adjournment the thanks of the meeting were tendered to the local publishers and to Mr. and Mrs. Colson, the managers of Hotel Renfrew, in a neat and characteristic speech by J. E. Elliott. Immediately thereafter an inspection of some of the town's industries was started, the visitors being very much pleased with the evidence of progress on all sides.

Those present were: W. J. Moore Brockville *Recorder*; Jas. Thompson Cananoque *Journal*; R. O. Britton Cananoque *Reporter*; J. G. Elliott, Kingston *Whig*; W. R. Young, Cornwall *Freeholder*; G. F. McKimm, Smith's Falls *Record*; W. W. Walker, Perth *Courier*; F. A. J. Davis, Carleton Place *Central Canadian*; James McLeod, Almonte *Gazette*; James A. Evoy, Carp *Review*; R. A. Jeffery, Arnprior *Chronicle*; D. A. Jones, Pembroke *Observer*; E. Christiansen, *Deutsche Post*, Pembroke; Geo. Reeves and H. J. Walker, Renfrew *Journal*; W. E. and W. H. Smallfield, Renfrew *Mercury*; Mackenzie Wright, Wilson Pub. Co., Toronto; E. Roy Sayles, Port Elgin *Times*; Lorne A. Eedy, St. Marys *Journal*.

GOOD MEETING OF MIDLAND PRESS ASSOCIATION.

A MEETING of the Midland Press Association was held in the Public Library at Port Hope, Monday, March 22, with about thirty newspapermen in attendance. J. G. Keefer, editor of Norwood *Register*, occupied the chair, and interesting and instructive addresses were given by four representatives of the Canadian Press Association, W. E. Smallfield of Renfrew *Mercury*, E. Roy Sayles of Port Elgin *Times*, Lorne A. Eedy, St. Mary's *Journal*, and J. G. Elliott of Kingston *Whig*.

The following officers were elected:—President, J. G. Keefer, Norwood *Register*; Vice-President, C. A. Mundy, Oshawa *Reformer*; Secretary-Treasurer, D. D. Daw, Peterboro *Examiner*; Executive *Committee*—P. C. Lancaster, Havelock *Standard*; J. J. Cave, Beaverton *Express*; H. Keyes, Colborne *Express*; G. H. Wilson, Lindsay *Post*; and T. B. Lapp, Cobourg *World*.

A NEWSPAPER CAMPAIGN.

Ripley *Express*

WAR HAS been declared. The *Signal* has been flashed from Goderich *East and West* over *The Globe*. The *Courier* carried *The News* to the Lucknow *Sentinel*, who immediately went on duty. All the newspapers flocked around the Blyth *Standard*, W. H. Kerr sticking to his *Post*. A grand *Review* was conducted by Col. Hugh Clark. Ripley *Express*-ed its admiration of the military genius of the *Scientific American*. Martial music was furnished by *Harper's Weekly*. The Orange *Sentinel*, which was warming itself over the *Catholic Register*, was ordered to relieve the Lucknow *Sentinel*, who had nothing to eat but *Tit-bits*, while on duty. The *Farmers Advocate*-ed that supplies be obtained from a *Canadian Farm*. The battle was seen to commence through the Walkerton *Telescope* by the Hensall *Observer*. The first line of defence was held by the Sarnia *Post* and ammunition was served from *Munsey's Magazine as Everybody's Magazine* was empty. A sad accident occurred when *The Pioneer* was accidently hit by a *Government Bullet*-in the eye. Calgary got an *Eye Opener* and the *Missionary Outlook* now clearly saw the enemy, so an *Advance* was ordered from Wingham. *Onward* was the *War Cry*. A terrible battle now ensued in which the enemy were almost cut to pieces by the *Saturday Blade*. They rallied, but were finally put to rout by a terrific *Punch* from London. The Milverton *Sun* went down and as the last *Sunbeams* faded *Saturday Night* came on. The *Christian Guardian* leaned up against the *Saturday Evening Post* and kept watch over the field which was dark save for the light of the Toronto and Goderich *Stars*. At last peaceful *Times* and *New Era* dawned around Wingham and Clinton.

ADDRESSING OF MAIL TO SOLDIERS.

THE Post Office Department, Canada, requests that newspapers assist in giving as wide publicity as possible to the correct manner of addressing mail intended for soldiers at the front. All mail addressed as follows will be promptly forwarded and delivered:

(a) Rank .....
(b) Name .....
(c) Regimental Number .....
(d) Company, Squadron, Battery or other unit .....
(e) Battalion .....
(f) Brigade .....
(g) First (or Second) Canadian Contingent .....
(h) British Expeditionary Force .....

Army Post Office,
LONDON, ENGLAND

"As Others See Us"

Calgary, 10th March, 1915.

Circulation Manager,
PRINTER AND PUBLISHER.

I have yours of March 1, enclosing notice of the expiry of my subscription to the PRINTER AND PUBLISHER, and have much pleasure in enclosing $2.00 herewith for another year.

I would not be without my monthly copy of this magazine for anything, and trust you will see that no copy is missed. I have found it most useful and helpful to me in many ways besides which it is very interesting to know what your friends in other newspapers are doing, all of which news I find in the PRINTER AND PUBLISHER.

Yours very truly,
O. L. Spencer,
Advertising Manager,
Calgary *Herald*.

Dollar Day a Winner

THE GOD or goddess of Dollar Day, whoever it may be, must be delighted at the success of this great annual merchandising festival this year. Quite a number were reported in last month's issue and March has had its share also. Perhaps the patron saint is none other than the good Saint Patrick for his special day and the two or three immediately preceding and following were the most popular choices in March and so far as we have heard the results were excellent in every instance. The weather, which is always an important factor, was ideal from the 15th to 20th of March and the time suited the convenience of the farmers. It is also a time when retailers in most lines are anxious to reduce stocks in anticipation of new goods coming in and consequently are not unwilling to make enticing price reductions.

BIGGEST CROWD IN SIMCOE.

The most notable Dollar Day of which we have report this month was held in Simcoe, Ont., on March 17, under the general supervision of Simcoe *Reformer*, published by Hal. B. Donly. It was Simcoe's first Dollar Day but it is certain it will not be the last. It meant hard work "putting it over" this year but when the merchants once got the idea they used newspaper space in the *Reformer* to such an extent as to tax a 20-page paper to the limit. The story is so well told in two letters to PRINTER AND PUBLISHER from Mr. Donly, in response to requests for information, as to need no further comment.

Before Dollar Day arrived, but after the previous week's issue of the *Reformer* in which the event was featured was off the press, Mr. Donly wrote as follows:

Simcoe, March 11, 1915.

Our regular issue runs nearly 3,000 copies and we printed of this week's paper 5,000 copies, the surplus being mailed to a carefully selected list of non-subscribers. We raised our contract advertisers for this special issue from their usual 15 cents to 20 cents an inch, and charged non-advertisers 25 cents, save in the case of a few very small ones that paid 50 cents.

The merchants have bought space liberally, and I hope they will get results. Simcoe has a 4,500 population and not more than 70 or 75 merchants of every description. I think we sold space, little or big, to 58 of them, the selling being actually done by C. H. Reid, our ad. man.

A twenty page paper of 5,000 copies, in six days, in a small town shop, and getting to press two hours ahead of our usual time, is not the least satisfactory feature.

H. B. DONLY.

Of the 120 columns in the 20-page *Reformer* there were about 74 columns of paid advertising.

And now let us look at the sequel—how Dollar Day actually turned out, as told in a second letter from Mr. Donly:

Simcoe, March 18, 1915.

In further reference to our Dollar Day. The weather turned out favorable, and the roads were better than fair.

The general opinion is that we had the biggest buying crowd ever in Simcoe. Practically all of our advertisers are pleased with the results; many are delighted.

You may possibly know that we have in Simcoe one over-shadowing store, that of the Falls Company. It is really a fine shop. Mr. Falls told me last night they had had considerably the biggest day in their history and I happen to know that they have had some pretty fat ones. At three o'clock they took a census of their building. It contained a staff of 48 people and 711 customers. Guess that will hold some towns for a while.

Personally, we have reason to be satisfied. Our issue of March 11th carried $335 worth of advertising and it cost us $200 to produce.

On Dollar Day we offered two subscriptions for a dollar and added 187 new names to our list.

H. B. DONLY.

BIG DAY AT FREDERICTON.

From New Brunswick also comes encouraging reports. Quite a number of places in the Eastern provinces have held successful Dollar Days. Moncton, on February 24, had a most profitable time for all concerned.

At Fredericton the Retail Merchants' Association gave strong support to the movement and backed up the good work of local newspapers. March 10 was the date selected. In a letter to PRINTER AND PUBLISHER from the *Daily Gleaner* the following information is given:

Fredericton, March 16, 1915.

Every business in Fredericton benefited by Dollar Day. It was most satisfactory and cash turnover in the majority of cases was larger than any one day in the Christmas Shopping Season. Our merchants are all well pleased.

THE GLEANER LIMITED.

The *Daily Gleaner* played a very prominent part in making Dollar Day a success, and carried considerable extra advertising.

Newcastle is another New Brunswick town that did not overlook Dollar Day. On March 18 crowds of shoppers thronged the stores and merchants did a record business. In a letter to PRINTER AND PUBLISHER, J. H. Brown, of Newcastle *Union Advocate*, states that his paper carried extra advertising to the extent of about 150 inches.

MORE RECORDS.

"Wingham merchants had more customers than they could wait on," is the way Wingham *Advance* refers to Dollar Day held at Wingham. Prizes were given for the best horse and team in town on Dollar Day, also for the largest family, the person driving longest distance, person making largest cash purchases, etc.

March 6 was Dollar Day in Cayuga. March 19 and 20 was Dollar Day in the plural at Campbellford. March 3 was the big day in Galt, whilst Parry Sound chose St. Patrick's Day. Wetaskiwin, Alberta, celebrated on February 27 and Barrie had "Twin Shopping Days" on February 26 and 27.

Bridgeburg *Review* is putting on a Dollar Day for merchants there on March 27. One of the special means taken to advertise it was to reprint a number of special Dollar Day advertisements and send them in a special envelope to a large list. The *Review* also offered two theatre tickets for each new or renewal subscription.

Dollar Day a Success in Small Towns Too

IT MAY be that some publishers of weekly papers in smaller towns and villages have hesitated to inaugurate a Dollar Day because they feared it would not be so well received as has been the case in larger places. To all such the experience of J. G. Keefer & Son, publishers of the *Register* at Norwood, Ont., will be of special interest.

February 17 was the day selected for Dollar Day in Norwood and although it happened to fall on the same day as Peterborough Dollar Day, owing to a postponement of the latter, the event was a tremendous success from every point of view. Their first experience with Dollar Day brought forth favorable expressions of opinion from the Norwood merchants, many of whom expressed the hope that the *Register* would make the big selling festival an annual affair. Norwood has a population of less than 1,000 but the advertising carried in the *Register* of February 11 totalled 400 inches. The farmers came in from miles around and took advantage of the special inducements offered by the merchants.. Undoubtedly the holding of a live-wire Dollar Day at Norwood was instrumental in keeping at home many orders that would otherwise have gone to the mail order houses.

A special inducement that appeals to farmers and their families and which applies particularly to Dollar Day in towns and villages is what might be termed "the community spirit"—the desire to make use of the opportunity to meet one's friends from some other "concession" or "side-road" and have a friendly chat about things of common interest.

A Ridiculous Ruling

AFTER THE double-page advertisement decision of the Post Office Department at Ottawa publishers have been prepared for almost any kind of muddled reasoning in that quarter. A decision was made last week, however, in which the department almost excels itself.

The decision is in effect this:

To print an ink manufacturer's advertisement with the ink advertised constitutes the advertisement as a sample and the publication liable to merchandise rate of eight cents a pound. But a paper manufacturer's advertisement printed on the paper advertised is not a sample. The paper advertisement in which the actual paper is there, can be felt, torn, looked at, is not a sample. The ink advertisement in which all that is left of the ink is its color is a sample.

It is true that the department will not permit a paper manufacturer to state in his advertisement that it is printed on the paper advertised but they have passed and are passing and perfectly properly so, paper advertisements printed on the manufacturer's stock in which there is no intimation that the paper used is the paper advertised, that being left to the intelligence or imagination of the reader. The ink advertisement declared to be a sample gave no intimation that it was printed in the ink advertised either. In fact several inks were to be advertised in the advertisement submitted. It was to be printed in two colors only, one of which was to have been one of the inks advertised.

Can you beat it?

Of course the new Postmaster-General, the Hon. T. Chase Casgrain, a distinguished member of the bar, a gentleman acquainted with the meaning of the English language, could not have been consulted on a minor point of this kind. But how long is the Postmaster-General going to give the sanction of his authority to officials, who make the department ridiculous with decisions of this calibre and cause all sorts of inconvenience to the publishers of Canada?

For instance, as a lawyer, is the honorable Postmaster-General prepared to accept his deputy, Dr. Coulter's, misinterpretation of the double-page spread matter? Will the Postmaster-General read section 50 of the Postal Regulations, last sentence, "In fact all pages of the publication must be of the same size, form and make-up?" We would suggest that the Minister call Dr. Coulter on the carpet, ask him to explain what this innocent-appearing sentence means, and how under it, he has taken authority, in the name of the department, to prevent publishers running what are known as double-page advertisements.

PRINTER AND PUBLISHER has pointed out many times the need of a thorough reorganization of the Postal Department, and the two cases mentioned above are simply illustrations of a type of mind, which has developed under Dr. Coulter's bureaucratic sway, and has made his department a joke.

It is time for a change. In appointing a new deputy a man should be got who has won his spurs through a thorough apprenticeship, and who has earned promotion in the department by sheer merit, coupled with length of service. We have suffered too long from the political patronage system which has foisted the present deputy upon us.

Not less necessary than the cleaning out and reorganization of the department is the repeal of the clause in the Postal Act, giving the department unrestricted and arbitrary power, in not only making their rules and regulations, but arbitrarily interpreting them as they see fit, without any possibility of appeal. A system similar to that in force in the Customs Department, giving an appeal to a higher court or board, in case the ruling of the department is questioned, would relieve the publishers from the arbitrary Kaiserism which must necessarily grow up, where the making of regulations and the interpretation of the same reside in one person and would at the same time relieve the Postmaster-General of the feeling of irritation towards his department felt by publishers generally, and would give the latter the assurance that any grievance or representations they had to offer would be met with the spirit of British fair play, and not decided off-hand by the type of man who made this ridiculous distinction between an ink and a paper advertisement. Such a board and such an opportunity of appeal in case of dispute should be highly satisfactory to all parties except the official clique that under two Governments has mismanaged a great department and should now make way for better men.

C.P.A. Manager Back at Office

THE MANY friends of John M. Imrie, Manager of Canadian Press Association, will be delighted to learn that he is recovering from his rather severe illness, and expects to be at his office regularly by the first of the month.

37,400 Words on Postal Card

A NOVEL contest was recently conducted by Saskatoon *Daily Star*, which resulted in a nice gain in circulation. It was known as "The Star Goes Home" competition and the requirement was to write the words quoted the greatest number of times on an ordinary postal card. W. F. Herman, one of the proprietors of the *Daily Star*, writes to PRINTER AND PUBLISHER as follows:—

"The Star Goes Home" competition was put on to popularize the slogan. Each card sent in had to be accompanied by a year's subscription. Much interest was taken in the novel contest and it proved a success. The winning card written by W. P. Bate of the school board contained 9,350 slogans or 37,400 words, each letter perfectly formed. It really is a work of art. But Mr. Bate's card was not the one containing the most words. One contained the slogan written 11,400 times. The writer of this card, however, wrote the letter "e" in the word "goes" so small that it looked as though it was a point of the "s". For this reason the judges decided the card illegible. There were hundreds of cards containing the slogan more than 5,000 times that could be easily read with the naked eye. The prizes given were: First $500; second $50; and two $25 prizes."

Freedom of Press Upheld

DISMISSING a suit for $10,000 entered against *Le Bulletin*, a French weekly in Montreal, by ex-Ald. S. D. Vallieres, Mr. Justice Charbonneau said yesterday:

"To condemn the defendant in this case would be tantamount to gagging the press and preventing it from fulfilling the mission which it has been permitted to arrogate to itself—that of guiding public opinion on all questions of interest to the public."

The action arose from the stormy times preceding the civic elections last April. *Le Bulletin* was campaigning against the Citizens' Association, of which Mr. Vallieres was a member, and to support its cause made remarks concerning the St. Joseph boulevard expropriation, to which Mr. Vallieres took expection, and entered suit.

The action was dismissed with costs, the judge holding that public men must expect criticism.

Effect of War on Business in Small Cities

JUST HOW well the newspaper and job printing business is holding up in the smaller cities of Canada since war began "all depends," it is true, but it is fairly certain that in the great majority of cases there is little or no cause for complaint. It is in the metropolitan cities where business has been most seriously affected. In the small cities, the towns and villages, the factor of greatest importance is the prosperity of the agricultural communities, and as everyone is aware, the farmers of Canada are not likely to suffer as a result of the European War. The enormous consumption, as well as the wasteful destruction also of Europe's crops means increased sales and increased profit for the Canadian farmers, a condition which will be reflected in the general business conditions in the smaller centres.

A TYPICAL INSTANCE.

St. Catharines can be taken as a fairly good example of cities of the smaller class. It is about the average size and depends partly on local industries and partly on agriculture. PRINTER AND PUBLISHER was recently shown a statement of the volume of business in all departments handled by St. Catharines *Standard* for the first six month after war began. An analysis of this statement, making comparisons with the corresponding period in 1913 and 1912, respectively, bears out the above contentions. The business year of the *Standard* ends with January 31 and so the division of the year in two parts, one before and one after the war started, caused it to break right in the centre. The total business for the second period (the six months following the outbreak of war) while slightly behind the figures for the first six months, still was ahead of the amount handled in the corresponding period of 1913 and over 20 per cent. ahead of the same six months in 1912.

JOB WORK AND SUBSCRIPTIONS AHEAD OF 1913.

The volume of job work, which is perhaps the fairest indication of local conditions, showed a gain for the war period of 10.4 per cent. over the second six months of 1913 and 39 per cent. over 1912. Subscriptions also showed a satisfactory gain on the daily, being 25.5 per cent. greater than the second six months of 1913 and 66.6 per cent. better than 1912. Weekly subscriptions, however, showed a loss of 24 per cent. in comparison with 1913, but it is not unlikely that is would have occurred anyway owing to the new conditions giving greater advantage to the daily editions, in cases where both weekly and daily are published from the same office. The comparisons are based upon cash receipts from subscriptions, not number of subscribers.

ONLY SMALL LOSS IN ADVERTISING.

The total receipts from newspaper advertising of all classes showed only the comparatively small loss in relation to 1913 of 5.4 per cent. In comparison with 1912 there was the satisfactory gain of 7.9 per cent. Both local and foreign business showed small losses, while want advertising experienced a nice increase of over 16 per cent.

These figures go to show that even including the months immediately following the outbreak of war, when conditions were approaching panicky, the state of trade in the smaller cities under war conditions has not been seriously depressed. Now that war orders are plentiful and the public generally, including the farmers, are regaining confidence, this year's record should show to even better advantage.

In connection with the *Standard* it should be explained also that Capt. Henry Burgoyne, the business manager, is with the first contingent at the front and Mr. Burgoyne, Sr., is naturally laboring under a heavier strain than usual in keeping both business and editorial ends up to the mark.

Detroit Times in New Home

CANADIAN publishers feel a special interest in Detroit *Times*, by reason of making the acquaintance of its publisher, James Schermerhorn, at the Ad Clubs Convention and C.P.A. annual meeting last year. The *Times* has recently occupied its new five-storey and basement building, located near the new civic centre in a territory that is fast coming into commercial use, a block and a half from the new Hotel Statler, two blocks from the new Detroit Athletic Club and only a few blocks from the Hotel Cadillac.

"NEWSPAPER MAKING IN THE OPEN."

The *Times* has introduced a decided innovation in that there are no private offices of any sort in the entire establishment. The only partitions are the "cage" that surrounds the cashier's desk and the glass partition dividing the business offices from the press-room on the ground floor. The paper is published in four large rooms, one might say, for with the exception of the floor occupied by the Job Printing Department the entire building is occupied by the newspaper and every floor is open from one end to the other. Further, there is not a roll-top in the building, which, the *Times* says, "is another manifestation of the policy of keeping the desks clear and the record clean." "Newspaper making in the open," the *Times* calls it. The building was erected on plans prepared by Mr. Schermerhorn personally and covers the needs of the *Times* for many years to come.

On Tuesday, March 2, the *Times* had a house-warming and a buffet luncheon was served to the employees and guests.

NEW TYPE OF ROTARY.

A feature of the new home of the *Times* is the new Metropolitan Tubular One-Plate-to-Page Press, manufactured by the Duplex Printing Press Co. A very successful demonstration of the machine was given on the occasion of the house-warming.

Robert Hoe, the president of the Duplex Company, was one of the interested spectators and had this to say regarding the new press:

"It is a splendid piece of machinery, and we are pleased beyond measure at the successful demonstration. All the theories advanced against the value of the double-width tubular are exploded, and the machine has unquestionably been proven a complete success. It will produce 50,000 papers per hour of any size, book fold, from four to sixteen pages, and 25,000 per hour, book fold, from eighteen to thirty-two pages. There is no other press in the world that will do this from one set of plates, and the simplicity and flexibility of this machine is most extraordinary. Any section may be used as a color section, if so desired.

"The press is equipped with self-contained paper roll stands, and Duplex patented high speed folders. Its low construction permits of plating all the cylinders entirely from the floor, as well as the adjustment of the ink fountains.

Special Government Advertisement in 60 Dailies

THE WEEK of March 15 saw the insertion in 60 dailies in the larger Canadian cities of a 300-line advertisement designed to promote the cultivation of back yard gardens and vacant lots. The copy was inserted by authority of the Department of Agriculture, upon suggestion from the Canadian Press Association, made through its manager, John M. Imrie, some time ago. Mr. Imrie endeavored also to have the Department secure a larger appropriation for a special campaign along this line and this may still be realized, but is held up at present owing to the absence in California of Hon. Martin Burrell, Minister of Agriculture.

THE MONTH'S HAPPENINGS

Among the Job Offices

Printing and binding business still continues good in Halifax.

Fort William job shops are finding business very quiet at present.

Printers Limited, Montreal, was seriously damaged by fire on March 10. Loss amounted to $6,000.

The Colonial Press has started business with two platen presses at 141 St. Peter Street, Montreal. Proprietor, J. Popper.

J. W. Short, who has been superintendent of Hurley Printing Co., Limited, Brantford, for the past year, has severed his connection.

H. R. Franks, of the H. R. Franks & Co., Print shop, Bathurst Street, London, is taking the Western University officers' training corps course of instruction.

A gradual improvement in conditions in Vancouver seems to be noticeable, several offices report the amount of business already booked this month to almost equal the total for February which was very bad.

An effort is being made to induce Montreal printers to place their orders for paper in Montreal. In a printed appeal sent out, it is pointed out that they expect Montreal houses to send their printing orders to them, and the same is expected from them by the Montreal paper houses.

Charles H. Tice, secretary of the Montreal Printers' Board of Trade has now quite a gallery of photographs in his office, representing printers from every part of the Dominion. His most recent addition is a splendid photograph of J. de L. Tache, King's Printer, Ottawa, and his staff, including J. A. Frigon, R. E. Cook, F. Boardman, and F. O. Patenaude.

Tom Hastings, late of Evans & Hastings, Ltd., Vancouver, has opened up a new printing office. It is not large, but is well equipped what there is of it. Everything is brand new and the location is close to the main thoroughfare in a well-lighted and conveniently arranged office. Tom has been in the business for over twenty years and every printer in the city wishes him success.

A marked improvement is shown in business conditions in Montreal. Things generally are showing more activity, which reflects in the printing trade. Several good sized orders for catalogs have been given out recently. This is having the effect of encouraging the trade. Of course, they could do more if the business were available. Enquiries are good, however, and indications point to further improvement.

The death of Samuel James McGowan, for many years in business in St. John as printer, binder and publisher of loose-leaf accounting systems occurred in St. John, March 12, aged 43 years. He was formerly accountant and manager of the Telegraph Pub. Co. His wife and seven children survive, besides three sisters and two brothers: H. L. McGowan, of St. John, and Major J. T. McGowan, now in France with the first Canadian contingent.

With the Newspapers

NEWFOUNDLAND.

The *Easter Cadet* will be issued on Saturday, March 27, this year, and will contain a number of views of the officers and men of the Newfoundland Regiment.

Among those who have gone to the front in the Second Newfoundland Contingent is Michael J. Evans, pressman of the St. John's *Evening Herald*, and son of John Evans of the *Newfoundland Quarterly*.

Editor Brady, of the Trinity *Enterprise*, who had been on the sick list, suffering from a severe attack of pneumonia, is able to get around and attend to duties again. For two weeks the publication of the *Enterprise* was suspended.

The *Western Star*, of Curling, Bay of Islands, gives notice of an increase in its advertising rates, the same to take effect at the end of the present month. This is the third time in as many years that that paper has increased its advertising rates.

S. M. James, of the mechanical staff of the *Mail and Advocate*, St. John's, has been on a visit to Trinity. Mr. James has resigned his position with the *Mail*, and will take a position on the staff of the new daily paper soon to be issued at St. John's. Dr. H. M. Mosdell, who has been to Boston and other United States cities selecting plant for his proposed new paper, has returned. He hopes to have things in full swing within a few weeks.

It is stated that Dr. Mosdell's new daily of St. John's will be called the *"Daily Star."* In an interview Dr. Mosdell informed the PRINTER AND PUBLISHER'S correspondent that it was his intention to issue a *news*paper, after the style of the leading American newspapers of to-day. He had been given considerable encouragement and he believes there is a good field for a real live newspaper such as he hopes to put out. The venture has no political significance, but, as Dr. Mosdell puts it, the venture is purely a financial speculation on the part of himself, and Messrs. Dowden and Thistle.

The death of James H. Nichols, proprietor of the *Workman*, a labor and trades union paper, of St. John's, occurred at the General Hospital, of that city on the 11th of March. Mr. Nichols, who was 48 years of age, was one of the best known printers in Newfoundland. For a number of years he was foreman of the job department of St. John's *Evening Telegram*, until the printers' strike at St. John's a few years ago, when he branched off for himself and opened a job office and afterwards established *The Workman* in the interests of organized labor. Mr. Nichols was a printer of the old sod who had kept himself posted in modern methods and requirements.

MARITIME PROVINCES.

Wm. D. Ryan, formerly of the writing staff of the Leader, Regina, Sask., is now city editor of the St. John *Globe*.

Richard O'Brien, managing director of the St. John Globe Publishing Co., accompanied by his wife, is in the south on a three months' trip.

H. T. Wheatley, shipping editor of the Halifax *Herald*, has joined the 6th Mounted Rifles. This makes about twelve who have joined the colors for Active Service from the *Herald*.

L'Acadien (French), Moncton, has changed from a weekly to a tri-weekly, and has moved into new quarters, with its own printing plant. The latter is that with which *Le Libre Parole*, of Quebec City, was formerly published.

His fellow members of St. John County L. O. L. Eldon Lodge, No. 2, have presented to Lieut. J. Edgar March, of the 26th overseas battalion, a handsome set of pipes. He has been deputy master. Lieut. March is a former member of St. John *Standard* writing staff.

Amherst is to have a new daily newspaper, Liberal in politics, to be published by the Eastern Publishers' Co., Ltd., who have an authorized capitalization of $50,000. It will be known as the Amherst *Free Press*, and will appear early in April under the editorship of H. F. S. Paisley, of Sackville, late of Regina newspaper circles.

The members of St. John Typographical Union, No. 85, recently celebrated the twelfth anniversary of their founding with a social and smoker in their rooms in Union street. Bayard Stillwell, their president, occupied the chair, and gave an interesting opening address, relating the history and growth of the union and the local branch. Refreshments were enjoyed and a good time had by all present.

Peter Holcroft, of the staff of St. John *Standard*, has joined the colors. Another recent volunteer from that staff is Major A. J. Markham, who has been appointed to the command of "A" Squadron of the 6th Royal Canadian Mounted Rifles, for overseas duty. He is a son of Colonel Markham, formerly manager of the St. John *Daily Sun*, but now of Vancouver. He has been circulation manager for the *Standard*, and was recently tendered a complimentary dinner at the residence of H. V. McKinnon, managing director, at which Hon. J. B. M. Baxter, K.C., attorney general for New Brunswick presented to him in behalf of the Standard Publishing Co., a handsome pair of field glasses. Included among those present were A. E. McGinley, Lieut. J. E. March, S. D. Granville, and Mr. MacKinnon, all of the *Standard*.

QUEBEC.

Westmount *News* is now selling for five cents.

Quebec *Telegraph* is now being issued from its new web press.

Wilfred Lawson has been appointed business manager of the Echo Printing and Publishing Press, Verdun.

Montreal *Herald* will incorporate in its daily edition articles from *The World Over*, a new British publication.

Montreal *Standard* is offering a picture of Canada's first over seas contingent under certain conditions to new subscribers.

George Hannah, formerly of Montreal *Journal of Commerce*, has secured a lieutenancy in the Montreal Fifth Mounted Rifles.

There is some prospect of a weekly newspaper being started in Lachine, in the near future. It is a town of 10,000 population.

Starting March 8 Montreal *Herald* increased the size of its noon edition to 12 pages in order to give advertisers the full benefit of the day's circulation.

Captain Filiatrault, formerly news editor of *La Presse*, Montreal, who is with the French Canadian regiment quartered at St. John's, Que., has been promoted to the rank of a major.

Leslie Roberts, son of John H. Roberts, well-known secretary of the Dominion Alliance for Quebec Province, who was formerly on the staff of Montreal *Herald and Telegraph*, is leaving for the front with the second contingent.

On his retiring from active charge of the composing room of Montreal *Star* after 37 years' service, F. Stanley, superintendent, was presented by 153 members of the *Star* staff with an illuminated address, and a fine armchair, the latter typical of the well-earned rest which Mr. Stanley now contemplates taking. A handsome pearl sunburst was presented to Mrs. Stanley.

Two Montreal clubs of a similar nature, the Montreal Publicity Association and the Montreal Press and Advertising Club, have



"ME AND GLADYS."

Major Reid, former Military Editor Montreal *Herald Telegraph*, and "the Lady who is to carry him to Berlin." With the Highland Division at Bedford, Bedfordshire, Eng. Major Reid is now at the front.

passed out of existence and in their stead a new club has been formed, including practically all the members of the two former organizations, to be known as the Montreal Publicity and Press Association, with quarters in the Read Building, Alexander street.

The following new appointments have recently been made to the staff of the Montreal *Daily Mail* and *The Evening News*: Frank Calder, financial editor, *Evening News;* Neil McNeil, exchange editor, *Mail* and *News;* Alan N. Longstaff, assistant telegraph editor, *Daily Mail;* M. Henke, reporter *Daily Mail;* J. McDonagh, reporter, *Evening News;* and E. McMahon, assistant sporting editor, *Mail*. Mr. Calder was formerly on the staff of *The Financial Times*.

A new French weekly paper has been started in Montreal under the title of *Le Progres Ouvrier*. The first issue appeared Saturday, March 6. The paper is a working man's organ and has the support of the working classes. J. A. Beaudry is director, and in a signed editorial in the first issue says that the watchword is to be "Progress." The tone of the editorial is optimistic and the writer sees nothing in the present times that gives occasion for discouragement.

The *Northender*, a weekly newspaper published in The Annex, Montreal, recently suspended circulation, its proprietor having gone to the war. Its place has been taken by the *Northern Review*, published by The Northern Press, 38 Fairmount Ave., West, of which A. W. Charboneau is manager, and the editor W. H. Sommerville. The latter has been connected with several weekly newspapers in Great Britain. The first issue appeared on March 5, magazine size, entirely home print, having a bright appearance, and a goodly supply of advertising.

The war has made further drains on the editorial staffs of the Montreal *Daily Mail* and *Evening News*. Close on fifteen men have left these papers for the front. Among those who left with the second contingent are H. Lynton Eccles, a well-known contributor to magazines, and A. H. Moss, both of whom were attached to the 21st Battery Canadian Field Artillery, the former being with the ammunition column. R. E. Matthews went with the Mounted Rifles. J. A. Lachance, telegraph operator, joined the corps of engineers raised by City Engineer Janin, of Montreal.

ONTARIO.

Sarnia *Canadian* inaugurated a farm page with its issue of March 10.

Oshawa *Ontario Reformer* has just completed its 44th year of publication.

Timmins, in the Porcupine gold area, is to have a home weekly in the near future, if reports be true.

David Hastings, publisher of Dunnville *Gazette*, has been appointed police magistrate of that town.

A page and a half of drug and patent medicine advertising was a feature of St. Thomas *Journal* on March 19.

Mrs. John Forster, the mother of Arthur S. Forster, proprietor of Oakville *Star*, died at Oakville, in her 86th year.

London *Advertiser* has started a music column, with F. Linworth Willgoose, a local musician of note, in charge.

Thorold *Post*, in conjunction with local merchants is conducting a voting contest, giving a boy's auto valued at $300.

J. W. Kedwell, now conducting Ailsa Craig *Banner*, is back home after several weeks in Victoria Hospital, London.

William Houston, editorial writer on Toronto *Globe*, lectured at Wiarton on March 5, on "The British Empire After the War."

Arthur W. Nixon, city editor London *Advertiser* and Thomas Smith, of the reportorial staff, are both off work through illness.

Byron Lane, a former owner of Leamington *Post*, has returned to that paper, and is president of the Post Publishing Company.

J. F. Perkins, editor of Petrolia *Topic*, has enlisted with the 7th Canadian Mounted Rifles and is with his company at London.

Mrs. George H. Wilson, wife of Geo. H. Wilson, publisher of Lindsay *Post*, died March 12, after a trying illness of four months.

Aylmer *Reformer* recently concluded a subscription contest which was successful in adding a large number of new subscribers.

John R. Robinson, editor of Toronto *Telegram*, addressed Hamilton Canadian Club on the subject, "England, Defender of Freedom."

Wiarton *Record* has suspended publication, after eight months of existence, leaving the field to the *Canadian Echo*, itself an amalgamation.

A. L. McBride has severed his connection with the *Canadian Countryman*, Toronto, on which paper he held the position of managing editor.

Purdom Love, agricultural editor of London *Advertiser*, has purchased a fruit farm at Byron, west of the city, and will operate it this summer.

A report from Fort William says that advertising is very light at present and it is rumored that two papers will merge to save expense in operation.

150 newsboys employed by London *Advertiser* were the guests of that paper and of a local motion picture house on a recent Saturday afternoon.

James Dickinson, who at one time conducted a newspaper in Windsor, died at Daleville, Ill., aged 68 years. Mr. Dickinson was at one time a member of the staff of Toronto *Globe*.

Chatham *Planet* features a page of small local advertising in directory form under the sub-head "Which in your opinion is the best and most appealing advertisement on this page?"

Robert Gowdey, at one time a journalist on the old Kingston *Times*, died suddenly in Kingston March 13. His father, James Gowdey, passed away just two weeks before, on February 27.

William Polden Kelley, veteran printer of Simcoe, died there in his 77th year. Till 1912 Mr. Kelley was a member of the staff of the *British Canadian*, working continuously at the "case" from 1860.

St. Thomas *Journal* carried a six page supplement advertisement of furniture on March 13th, for Baldwin, Robinson, Limited, in connection with that firm's "Made in Canada" week; also a four page ad. for Oak Hall.

George Perrin, who formerly conducted the "Kibosh Bill" col

umn in Chatham *News*, died in St. Joseph's Hospital, Chatham, on March 16, aged 47. He was a native of London, but resided in Chatham most of his life.

A Model A Intertype has been purchased by C. A. Goodfellow & Son, publishers of *Gazette and Chronicle*, Whitby.



T. H. PRESTON
For 25 years sole proprietor of Brantford *Expositor*, now president of Preston & Sons, Limited, recently formed.

Stratford *Beacon* runs a number of grocery advertisements, 40 lines up, and 2 columns wide, on Thursday under the seven column heading "Week End Specials in Shops Near Your Homes." These are classified according to city wards.

J. A. Richardson, formerly of the Richardson, Bond & Wright Co., of Owen Sound, has taken a temporary position with the *Advertiser* of that town during the absence of one of the proprietors, Capt. D. R. Dobie, who is going to the front with the third contingent.

London *Free Press* has been issued since the morning of March 9 off its new Hoe press, capacity 36,000 copies an hour. Its columns are an inch and a half longer, and one "em" narrower. Improvements include a new stereotyping plant.

The Toronto Advertising Club is promoting a large patriotic advertising carnival to be held in the Arena, April 22 and 23. The proceeds of this carnival will be devoted to purchasing a field hospital ambulance to be given the Canadian Overseas Force.

34 pages made a very creditable edition for St. Thomas *Times* Saturday, March 20. The issue was made up of an 8-page news section, an 8-page magazine section, 4-page automobile section, printed on green stock, and the Spring Fashion Number of 14 pages.

The appeals from the decision of Chief Justice Falconbridge, in the case of Birch vs. Stephenson, and in the case of McDougall vs. Stephenson, both cases arising out of the Chatham *Planet* fire a year ago last May, have been dismissed, with costs if asked. The amount asked for was $5,000 damages in each case.

C. Leslie Wilson, who has been in charge of the ready print and other publishing business of the Wilson Publishing Co., has purchased a stock interest in Toronto *Daily News* and has succeeded C. T. Pearce as business manager. Sir John Willison retains the position of president and will continue to edit the paper.

Strachan Bros., Belmont, commenced March 25 publishing a new paper to be called Belmont *Enterprise*. They formerly published Belmont *Times*, which was discontinued about eighteen months ago but owing to pressure from the Board of Trade, they have decided to publish again. Good support is being given by local advertisers.

Private John A. Hazle, one-time city editor of the Cleveland *News*, later associated with the London *Free Press*, and field man with Villa's northern army for the Associated Press, enlisted in the 47th Battalion, but at his own request has been transferred to Hastings Park, and will leave for the front when the 29th Battalion leaves. Mr. Hazle is a Brantford man.

F. H. Flint, advertising manager of Guelph *Mercury*, is severing his connection with that paper, and, with Mrs. Flint and daughter, Dorothy, is moving to Los Angeles, California, where Mr. Flint has his fruit and poultry ranch located at Willowbrook, between Los Angeles city and Long Beach. Before going to the *Mercury*, Mr. Flint was advertising manager of several Winnipeg papers.

On March 1 Brantford *Expositor* passed from the individual proprietorship of T. H. Preston to a joint stock corporation, which will conduct the business under the corporate name of Preston & Sons Limited. T. H. Preston has been sole proprietor of the paper for the past 25 years. He will continue to edit the paper and his son, W. B. Preston, will remain in charge of the business management.

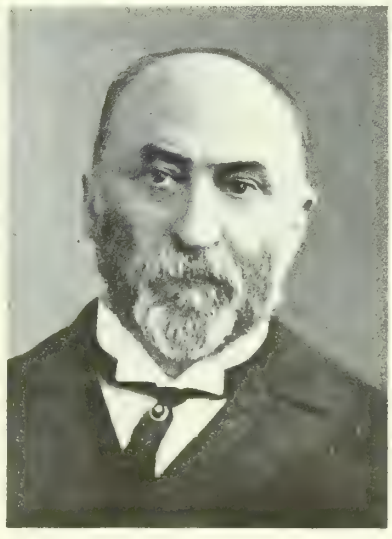
St. Thomas *Times* makes a feature of a builders' page, almost filled with display advertising by contractors, lumber dealers and architects. This page on Saturday, March 6, included an illustration and a short article on "House Ownership and Responsibilities." The *Times* on Friday, March 5, carried a full-page of small display ads. of various kinds under the heading "Economy Page for Saturday Shoppers."

John Rutherford, for a number of years joint proprietor of Owen Sound *Times*, his partner being David Creighton, of Toronto, died at Owen Sound, March 17, in his 76th year. He was born in Toronto and came to Owen Sound in 1851, at the age of 13. James H. Rutherford, the present proprietor of Owen Sound *Times*, is a son. The late Mr. Rutherford is survived by his wife and six sons and one daughter.

Lindsay *Warder* announces that after April 1 their rate card will be invariably applied to all reading notices or display advertisements having to do with patriotic bazaars, concerts, teas, sales, etc. The publishers say that since September 1 of last year the Warder has contributed gratis not less than $300 worth of space to advertising for patriotic purposes, besides making cash donations to various war funds.

J. H. Ross, lately publisher of Smiths Falls *News*, has purchased Winchester *Press* and will take possession April 1. He recently sold the *News* to Col. Balderson of Perth, announced in March PRINTER AND PUBLISHER. Winchester is one of the best villages in the eastern part of the province, with all the conveniences of town or city life and with a splendid rural district about it. The *Press* is a good newspaper proposition.

The *Northern Miner* is the name of a new mining paper which will make its first appearance the last week in March in the north country of Ontario. It will consist of eight pages of three 21 em columns, 17 inches long, and will be printed on book paper. It will be devoted to mining news entirely, and will be independent of any inside interest or control. Ben Hughes, for some time editor of Cobalt *Daily Nugget*, and who is probably the best informed mining man in New Ontario today, will be editor and



JOSEPH MARTIN, K.C.
"Fighting Joe" has returned to Canada and established the *Evening Journal* at Vancouver.

proprietor of the new publication, the office of which will be at Cobalt.

On Saturday, March 13, C. T. Pearce, who for many years has been General Manager of Toronto *Daily News*, was presented with a case of silver by the staffs of all the departments. The presentation was made by the editor, Sir John Willison, who paid tribute to the ability and energy of Mr. Pearce, and emphasized his great services to the company. The Editor expressed his great personal regard for Mr. Pearce and assured him of the respect of every member of the staff and of the affection of those with whom he had had intimate association. Mr. Pearce will be succeeded by C. Leslie Wilson, of the Wilson Publishing Co., President of the Canadian Club, who has acquired an interest in The News Publishing Company.

J. G. Keefer, editor and proprietor of Norwood *Register*, took his son, I. Harland, into partnership with him a short time ago. Mr. Keefer, sr., who is President of Midland Counties Press Association, has been engaged in the trade for 38 years,—and has not yet attained the half century mark. He has been publisher of the *Register* for over 21 years. Mr. Keefer, jr., is an honor graduate of the Norwood High School and has been in the trade for over five years.

The *Claybelt* is the name of a new paper published at Cochrane, and which made its first appearance March 5. It is a 7-column, 8-page sheet, printed on S. C. book paper, and presenting an excel-



THE CLAYBELT.

COCHRANE, ONTARIO, MARCH 5, 1915

IMPERIAL BANK OF CANADA
Cochrane Branch
SPECIAL ATTENTION GIVEN TO
SAVINGS DEPARTMENT
C. A. HAMILTON, Manager

SPRING TIME IS
BED SPRING TIME
HARNER & DURACK
Sixth Avenue - Cochrane, Ont.

THE NIPISSING COCA-COLA
Bottling Works, Limited
BOTTLERS AND WHOLESALE TOBACCONISTS
Grocery and Confectionery Sundries
Sole Proprietors of "One of Davids" and The Uncle David" Cigars
Manufactures of Dr Fisher's Invalids Port Wine
5th Avenue - Cochrane, Ont.
Branch at Tremins, Ont.

K. JOSEPH & CO.
Railroad Street - Cochrane, Ont.
DRY GOODS, CLOTHING, BOOTS, and SHOES
A fine lot of Spring Goods just received. All the latest lines in Dress Goods and Silks
FINE BOOTS AND SHOES FOR LADIES AND GENTLEMEN
T. BOSADO, Manager

Star Theatre
3rd Street - - - Cochrane, Ont.
Moving Pictures
every evening at 8 o'clock
Admission 15 cents on Monday, Tuesday, Wednesday and Thursday
Special Feature Films Friday and Saturday
Admission 25 cents

TOWN OF COCHRANE
NEXT JUDICIAL SEAT

National Transcontinental Railway

Men's Wear Store
Exclusive Agents For
20th Century Clothing — Fittwell Hats
Beresford Shoes — W. G. & R. Shirts
All Made In Canada By Canadians
DUNC. McKINNON
South Ave. — Phone 44 — Cochrane

CARPENTERS
TOOLS
BEST QUALITY
Hand Saws
Squares
Hammers
Screw Drivers
Etc., Etc.
BUY YOUR HARDWARE FROM
FRANK A. CHILD
HARDWARE AND FOR MERCHANTS
Cochrane, Ont. — Matheson, Ont.

BERNSTEIN & KENT
WHOLESALE AGENTS
FRUIT — VEGETABLES — PRODUCE
T. K. S. BRUS — COCHRANE, ONT.

Rothschild & Foley
Real Estate, Conveyancing, Insurance
Town and Farm Lots Bought Sold and Exchanged
HOUSES FOR SALE AND TO RENT
P.O. Box 100 — Phone 100
Sixth Avenue, Cochrane, Ont.
(NEXT DOOR TO POST OFFICE)

Front page of first issue of a new Northern Ontario newspaper with a unique name.

lent typographical appearance. Otto Thorning, formerly editor of the *Northland*, is editor and manager. The mechanical work is being done for the present at Toronto, though a job plant has been installed at Cochrane. The front page of Vol. 1, No. 1, is here reproduced. 366 inches of paid advertising were carried in the 2nd issue.

MANITOBA.

Winnipeg *Telegram* has inaugurated a subscription contest on a large scale. The eight young ladies receiving the largest number of votes are to get a free trip to the Pacific Coast, thence to the California Pacific Exposition at San Francisco, via Seattle and Portland, thence to San Diego and other points, returning via Niagara Falls and Toronto.

Winnipeg *Telegram* has ordered a new press which will double its present output capacity of papers and will have a color attachment as well. This step has been made necessary by the large increase in circulation experienced by the *Telegram* as an afternoon paper, since the discontinuance of the morning edition. The new press will print 84,000 ten or twelve page papers.

SASKATCHEWAN.

T. B. Spanner, publisher at Major, is deceased.

Harry Turner, of the reportorial staff of Saskatoon *Daily Star*, and previously connected with Saskatoon *Phoenix*, Vancouver *Province*, etc., has enlisted in a University Corps and will go to the front.

A. G. Graham, proprietor of Canora *Advertiser*, who for over four months has been seriously ill and for the past month a patient in the Hugh Waddell Hospital, has sufficiently recovered to be removed to his home.

Saskatoon *Daily Star* has announced a "Best Grain Competition," entries to close May 1st and last date for samples November 10. $200 in prizes is set aside for wheat growing competition and $100 in prizes for best oats.

William A. Nicholson, who has disposed of his newspaper in Morse, with Mrs. Nicholson and family is paying a visit to his home city, St. Catharines, and incidentally taking a rest after thirteen years strenuous work in newspaper publishing in the West.

A change in the management of The Leader Publishing Co., Limited, Regina, has recently been made. Burford Hooke succeeding A. C. Hunt as manager. Mr. Hunt has been with the *Leader* as manager for over seven years, and is relinquishing his position to associate himself with John Martin, in the John Martin Paper Co., Ltd., Winnipeg, where he will become a director of the company. Mr. Hooke the new managing director of The Leader Co., has been associated with the business for some nine years as news editor, and he now assumes the direction of the company's business affairs. He has had a wide newspaper experience, and is well known among the newspapermen of Western Canada.

ALBERTA.

Edmonton *Journal* and Calgary *Herald* are participating in the "Trip to California" subscription plan being used by Winnipeg *Telegram* and other papers, and described in the Manitoba *News*.

"Mine, Quarry and District" is a new magazine published in Calgary in the interest of western mineral development. The first issue appeared in February. It is edited by J. C. Murray, B.A., B.Sc., formerly of Halifax.

The Calgary Women's Press Club has been given a room in the Herald building by J. H. Woods. The club will undertake the furnishing of its new quarters immediately, and expects to have it ready for occupation in the near future.

BRITISH COLUMBIA.

W. K. Esling has sold Rossland *Miner*, which he has published for many years, to W. A. Elletson.

Mayor L. D. Taylor, of Vancouver, who was unseated on a technicality, has again been returned at the head of the poll.

The Weekly Gazette will in future be the name of the paper at Eburne, formerly called the *Point Grey Gazette*, the idea being to represent a larger field.

A newly organized Sun Publishing Company has purchased the plant, news service, franchises and good-will of the Burrard Publishing Company, and will continue the Vancouver *Sun* without interruption. The publication will remain a Liberal newspaper.

S. M. Newton, proprietor of Prince Rupert *Evening Empire*, and at the present time mayor of Prince Rupert, paid a visit to Eastern Canada on civic business recently. He spent a few days at Whitby, where he was formerly proprietor of the *Gazette and Chronicle*.

A new weekly paper called *The Victorian*, is being launched in Victoria. It is owned and edited by F. E. Simpson, a well-known newspaperman, and will be devoted to the discussion of political, economical and social questions, together with bright news of the city and province.

A press despatch from Vancouver, under date af March 16 says:—"On the application of the bondholders of the *World* newspaper, Chief Justice Hunter this morning made an order to sell the property to John Nelson, formerly manager of the *News-Advertiser*, who has formed a new company to make the purchase. He will pay about $25,000 in cash and take over certain obligations, making the purchase price considerably less than $100,000. Mr. Nelson announced that the paper would be independent in politics when he took charge. The sale does not mean that Mayor Taylor is out of the newspaper business in Vancouver. He is stated to have made arrangements for the publication of an evening paper from the office of a morning paper, and claims that the news franchise of the *World* belongs personally to him, and was not a part of the assets of the concern which can be sold by the court. So there is now a good prospect of the publishing of two afternoon *Worlds*. It was stated in court to-day that the creditors of the paper would get nothing out of the sale made to-day. The bondholders will get out of the deal with about twenty-five cents on the dollar."

TRADE NOTES

BOOKBINDING AND ITS AUXILIARY BRANCHES.

THE PRINTING and bookbinding trades are under a debt of gratitude to John J. Pleger, who has just brought out a series of four volumes under the general title of "Bookbinding and Its Auxiliary Branches." This "library" for bookbinders, for such it is, is the first of its kind to be issued on this continent and supplies a need that has been felt by many who desired to perfect their knowledge of one or more branches of this essential allied trade of the printing industry. The small printer, especially, who may be so located that he has to perform as best he can most of the bookbinding operations, will find in these volumes a mine of useful information, for he can obtain from them a general knowledge of the entire trade that will stand him in good stead in time of need. The dictionary of trade terms which is placed at the commencement of each volume, is an admirable feature, as is also the numerous illustrations, 217 in all, that are distributed throughout the work. The publishers are the Inland Printer Company, 632 Sherman Street, Chicago.

Part I. Paper Ruling.—This is the first volume in the series and deals thoroughly with this important branch, giving a technical but easily understood description of every machine and device on the market and every part of same, along with directions for their successful manipulation. There are also tables showing comparative weights of ledger papers and the allowance of paper which should be made for ruled work Price $1.25.

Part II. Pamphlet Binding, Punching, Crimping and Quarter Binding.—A feature of all the volumes that is particularly exemplified in this one is the usefulness of the numerous illustrations of mechanical equipment that it contains. The descriptive reading matter it contains comprises a complete and practical handbook on the branches of the subjects with which it deals. Not the least valuable are two portions of the preface addressed respectively to printers and to printing pressmen, each giving careful and reasonable instructions with a view to having printed work arrive in the bindery in proper shape for binding. Price $1.50.

Part III. Blank, Edition and Job Forwarding, Finishing and Stamping.—This is the largest volume of the series, containing 275 pages. It deals exhaustively with the subjects included in the title, explaining in detail all the hand and machine operations concerned. Price, $2.00.

Part IV.—Gilt and Coffered Edges, Marbling, Hand Tooling and the Care of Books. In the marbling section there are two pages of color plates showing in all 8 standard designs of marbling. Full directions are given for the methods of this and the other processes. There are a large number of illustrations showing various hand tooling designs. Price, $1.25.

A FIRST AID MANUAL FOR PRINTERS.

THIS IS a very valuable booklet issued free to those engaged in the printing and allied trades by the Ben Franklin Mutual Casualty Insurance Co., Insurance Exchange Building, Chicago. It is the work of William J. Swift, M.D., F.A.C.S., who compiled the manual after months of research work. It is specially adapted to injuries occurring in printing and kindred trades and is no doubt one of the most concise and practical first aid manuals ever issued. A practical application of the directions given will alleviate and minimize pain and suffering and in many cases save life and limb. The instructions are clear and the book is amply illustrated. The publishers will be glad to send a complimentary copy on request

CANADIAN NEWSPAPER DIRECTORY OUT IN APRIL.

THE announcement comes from A. McKim Limited, Montreal, that the 1916 edition of the Canadian Newspaper Directory will be issued the latter part of April. This will be the ninth edition of this directory, which is issued in complete form every two years with a supplement bringing the information up to date issued alternate years.

UNITED PAPER MILLS IN NEW PREMISES.

THE UNITED Paper Mills, Limited, Toronto, have recently moved into splendid new premises in the basement of the Robert Bond Building, at the corner of Shepherd and Temperance Streets. They were formerly located on the top floor of the Chapman Walker Building at 118 Richmond West. In their new premises they have a splendid paper warehouse, surrounded on three sides by large plate glass windows, and about one-third more floor space than in their former home. Excellent shipping facilities are also a feature.

R. I. Findlay, manager of the firm, told Printer and Publisher that it is the intention to immediately increase the stock carried, now that storage and display space is available. Additional sizes and weights will be added in Royal Record ledger and Bell Fast bond. Organdie and some other new lines will be added.



I. H. WELDON,
Provincial Paper Mills Company, Toronto,
President-elect Canadian Pulp
and Paper Association.

R. KELLY IS NOW SECRETARY OF R. HOE & CO.

Richard Kelly has been elected secretary of R. Hoe & Co., New York, following the resignation of F. A. Cole. Thomas Worden will continue as assistant secretary and sales manager. Mr. Kelly has been connected with R. Hoe & Co. for 29 years. He is well known to clients of the firm through his connection with the sales office force.

SECRETARY-TREASURER OF JACQUES CARTIER CO. PASSES AWAY.

George McDougall, secretary-treasurer of the Jacques Cartier Co., 83 Craig Street West, Montreal, died at his residence, 85 Osborne Street, Montreal, on Saturday, March 7, in his 71st year. Mr. McDougall began business life in partnership with his father, the late James McDougall. He later went to Three Rivers, where he was connected with the iron foundry and the making of car wheels. He returned to Montreal about twenty years ago, and for the past fifteen years has been engaged in the pulp and paper trade, with the Jacques Cartier Co. He was a member of the St. Paul's Presbyterian church.

Mr. McDougall is survived by his widow, and two sons, George K. and J. Cecil McDougall, both of Montreal.

MANY TORONTO PRINTERS INTERESTED IN OSTERLIND PRESS.

Following the initial announcement in the last issue of PRINTER AND PUBLISHER to the effect that one of the new Osterlind job cylinders would be on exhibition at Miller & Richard's Toronto warehouse, a large number of Toronto printers and some from outside points called to witness demonstrations. All were greatly interested in the several unique features of the machine, as well as in its simplicity of operation and capacity for expeditious handling of the regular run of job work.

DEATH OF CHARLES LINCOLN DAVISON.

AFTER AN illness of two months there passed away at his residence, 629 Belmont Avenue, Westmount, Montreal, on Sunday evening, March 7 Charles Lincoln Davison, general sales manager of the Rolland Paper Co. The late Mr. Davison was connected with the Rolland Paper Co. for a continuous period of 22 years and was well known and highly respected by a wide circle of friends in the printing trade and in Montreal business circles. He was born in Montreal in 1865, was the fourth son of the late Daniel Sumner Davison. He was a much respected member of the Westmount Lodge, A. F. and A. M., and of the Sons of England. He was also a member of the Engineers Club and the Westmount Bowling Club.

The deceased is survived by a widow, three daughters and four brothers: H. H. Davison, Toronto; George, Ottawa; A. C., of Duck Lake, Sask.; W. of Chicago.

PANAMA-PACIFIC EXPOSITION

Press admission permits have been mailed to newspapers and periodicals by the authorities of the Panama-Pacific International Exposition, which was formally opened at San Francisco February 20 and will remain open till December 4. Press visitors are invited to call at the office of the Director of the Division of Exploitation, Press Building, and receive such additional admission permits as the length of their stay and the number in their parties require.

MORE LINOTYPE INSTALLATIONS.

A TYPESETTING machine has many advantages over the hand setting method and even in the case of a town weekly it frequently happens that the installation of such a machine is a wise and profitable investment. The model 15 linotype appears to be gaining in popularity for this class of office, although the Model 5 is also popular. Several installations have previously been announced and now word has been received that an order has been placed for a Model 15 by the Alvinston (Ont.) *Free Press*. A model 15 was recently installed in the office of H. A. Webb Co., Beaver Printery, Richmond, Que.

Another item of more than usual interest is the placing of an order by Reid & Doidge, the Toronto firm of trade typesetters, for one of the new Model 14, equipped for wide measure (36 em). This is the new type of machine with the auxiliary magazine, and is the first of its kind to be sold in Canada. It will enable the purchasers to increase their facilities for the expeditious handling of special wide measure work such as appeal books.

A Model 5 has been installed in the office of Leamington *Post*, Lane & Whitwam, proprietors. This is another case of a small town paper discarding the hand-set method in favor of the machine. Eastern Publishers Limited, the publishers of the new paper at Amherst, N.S., have installed a Model 5. Moncton *Times* has added another Model 5. Amherst *News-Sentinel* has installed a Model 5. St. Catharines *Standard* has installed another Model K. Canadian Ptg. Co., Ottawa, has installed a Model 5. Mr. Aubin is the proprietor of Canadian Printing Co., and recently bought the printing plant recently used in the printing of *La Justice*.

DEMONSTRATION OF MODEL B INTERTYPE.

The announcement is made by Miller & Richard, 7 Jordan St., Toronto, that very soon they will have on exhibition at their Toronto warehouse, 7 Jordon St., a Model B Intertype typesetting machine. The machine will be erected complete and will be running for demonstration to all interested printers and publishers calling at the warehouse.

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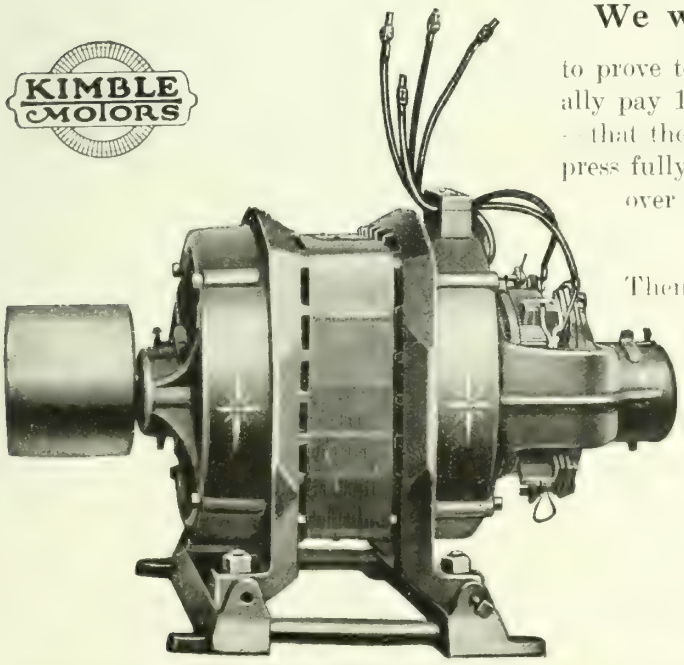
These advantages are possible to Kimble Printing Press Motors because of their wide range of speeds—(From 500 I.P.H. to the maximum output or capacity of the press.) The Speed steps are so finely graduated that the *right press speed is always obtainable for every job.*

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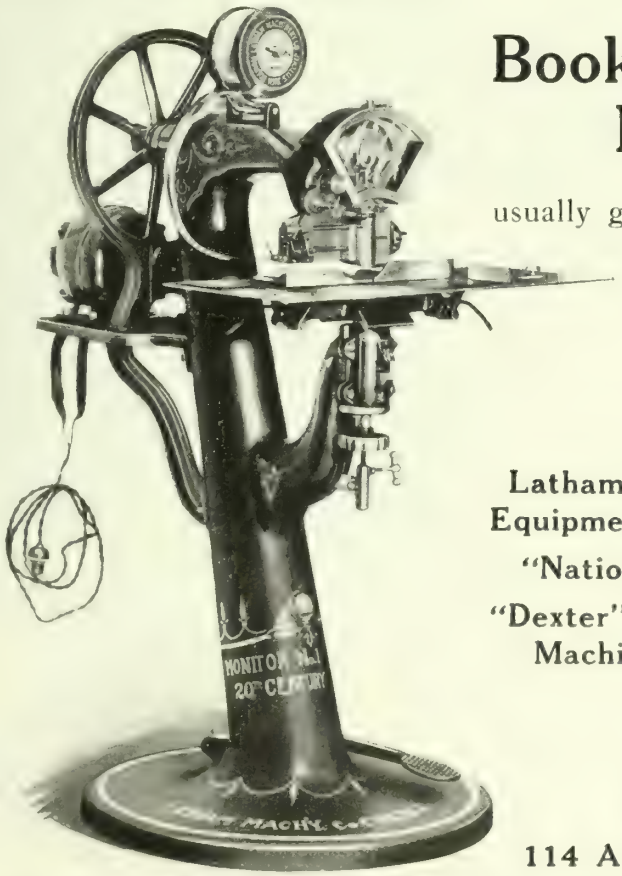
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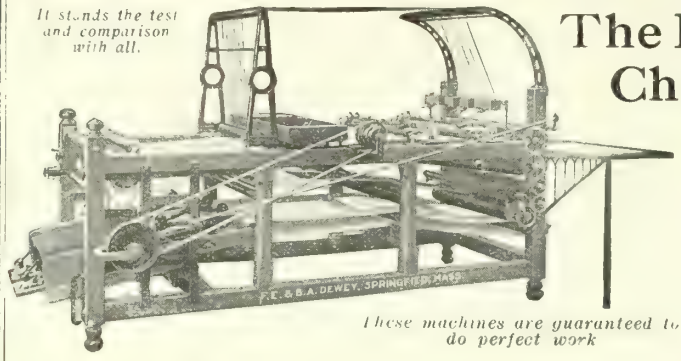
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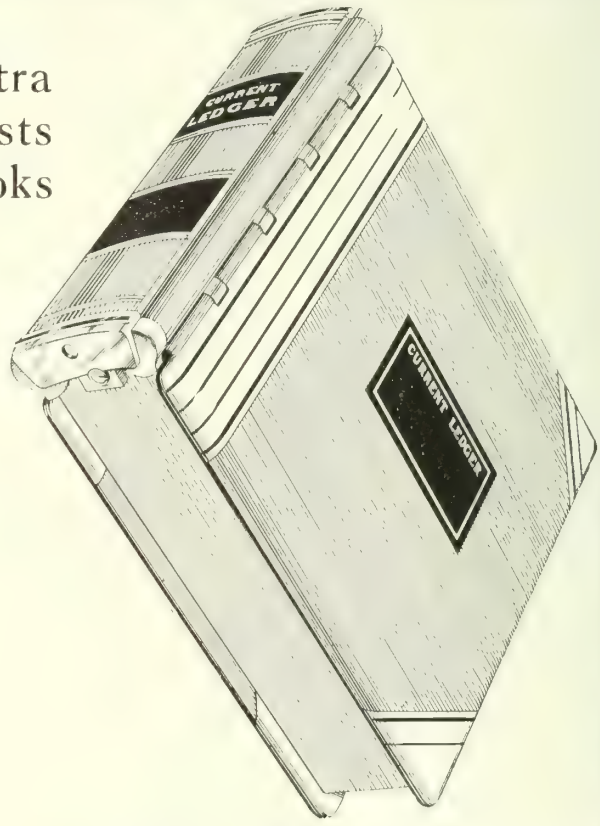
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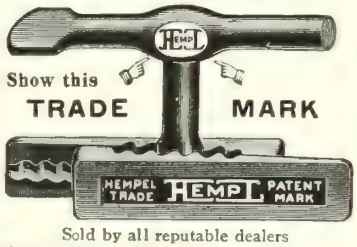
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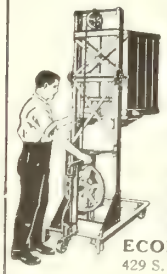
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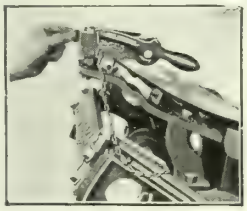
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By the set of 3 with key and extra tongues.

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Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

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MONOLINE FOR SALE—RUNNING THREE years; good condition; $700 F.O.B. Kenora. Examiner Office, Kenora, Ont.

FOR SALE NO. 4 MIEHLE PRESS, MATE to one now running in London, used four months. Immediate shipment. Box 360, Printer & Publisher.

FALCON JOBBER FOR SALE—A PRESS worth having. 12½ x 18½ inside chase. Solidly built and fast. 2,500 per hour, having sheet delivery attachment. Good reason for selling. If interested write Pictou Advocate, Pictou, N.S.

MONOLINE FOR SALE—IN GOOD WORKing condition; recently gone over by expert. No further need of it. Will sell, with parts on hand, for $350.00 f.o.b. Wiarton. The Canadian Echo, Wiarton, Ont.

MAIL-LIST TYPE—ABOUT 250 POUNDS 10 point self-spacing mailer type, with logotypes and ample figure sorts. Most of it standing, ready to ship with or without slugs. Sufficient to set 3,000 addresses. At a bargain. Write Pictou Advocate, Pictou, N.S.

FOR SALE ONE SLIGHTLY USED BURT Peerless rotary perforator, for power; complete; good as new for all practical purposes; $200. Box 361, Printer & Publisher.

FOR SALE ONE MODERN, BELLEVILLE, Ill., embossing press; takes steel dies up to 4½x9; embosses sheet up to 16x24; automatic wipe; splendid condition; used but few months; good as new; $715. Box 363, Printer & Publisher.

TYPE FOR SALE—SPLENDID FONT 11-point, little used. Fine book font. Set 24 to 32 pages. Machine puts it out of use. The Post, Thorold.

FOR SALE—ONE ROTARY CRIMPER FOR loose leaf sheets, with micrometer adjustment, for power; made by National Printing Machinery Co.; a splendid machine and in thoroughly good working order; $220. Box 362, Printer & Publisher.

LINOTYPES—TWO AMERICAN LINOTYPES—Model 5, four magazines; Model 2, two magazines—in first-class condition, with matrices. The Herald-Western Co., Ltd., Calgary, Alberta.

WANTED

CUTTER WANTED—SMALL LEVER PAPER cutter, 13 inches upwards, second-hand, in good condition. Write Box 358, Printer & Publisher, Toronto.

WANTED—RULING MACHINE, NEW OR second-hand, in first-class condition. Give all particulars and price. Star, Soo, Ont.

WANTED TO PURCHASE WEEKLY newspaper in good town anywhere in Canada. State best price and terms to practical man. Would consider good partnership proposition. Box 499, Printer and Publisher.

WANTED A WOOD AND COAL FURNACE for remelting Linotype metal. State size, condition and spot cash price. Write promptly to Pictou Advocate, Pictou, Nova Scotia.

BUSINESS CHANCES

FOR SALE—PRINTING AND PUBLISHING business of the Zealandia Press. Complete plant and well equipped. Will sell cheap. $400 will handle. Write Box 63, Zealandia, Sask.

AN UNUSUAL OPENING FOR PRACTICAL printer or printing salesman with $1,000 to $2,000 cash. Write Box 359, Printer & Publisher, Toronto.

NEWSPAPER AND JOB PLANT—PACKED for shipment. Type mostly new, over 125 fonts; Diamond cylinder, hand power, used one year; Chandler and Price job press, 12x15; 19 inch paper cutter; stones, etc. Price $900, part cash, balance easy terms. For particulars, write Box 198, Exeter, Ont.

FOR SALE, IN WHOLE OR IN PART—A newspaper and job plant, including one Linotype, two Rogers, double feed Hoe, Campbell drum cylinder, a Pony Optimus, three plates power cutter, newspaper folder, news and job proof presses, type, cases, racks, furniture, stones, etc., etc. W. J. Taylor, Limited, Woodstock, Ont.

SITUATION WANTED

THOROUGHLY COMPETENT NEWSPAPER man and job printer would consider proposition to take complete charge of town office, with view to purchase later. Salary or percentage arrangement. Box 509, Printer and Publisher.

YOUNG MAN, SIX YEARS' EXPERIENCE in newspaper business, familiar with accounts, reporting and ad. soliciting, wants position on weekly, any part of Dominion. Would not object to working on mechanical end when necessary. Has practical ideas for getting circulation and advertising. Ambitious and resourceful. Write Box 651, Printer & Publisher, Toronto.

JOB PRINT MANAGER

WANTED BY THE WITNESS PRESS, APply by letter, giving full information as to experience, references, salary expected, etc. Must be highly recommended. John Dougall & Son, Montreal.

We make a specialty of **Electrotypes from Halftones.**

Out of town orders promptly attended to.

The National Electrotype and Stereotype Co., Ltd.

R. H. MILN, Manager

229 Richmond Street West TORONTO, ONTARIO

SAMPLE EXCHANGE—Job Compositors

Mail us ten samples of your composition in a flat package and we will return to you one specimen each from ten other patrons.

Enclose ten cents in coin, plus the postage in stamps, to pay for mailing and the use of this exchange.

To protect all we reserve the right to return coin with inferior work.

PRINTER'S SAMPLE EXCHANGE

Port Colborne, Ont. P.O. Box 611

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

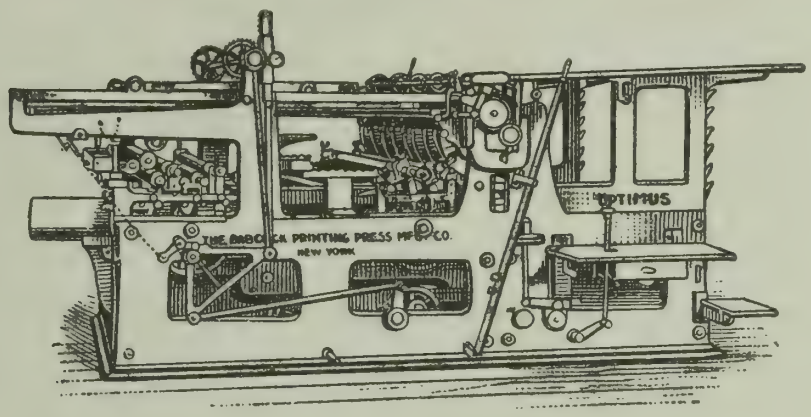
92 McGill Street, Montreal *'Phone Main 1892*

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Say you saw it in PRINTER & PUBLISHER.

THE BABCOCK "OPTIMUS"

In all things the supreme excellence is simplicity.—*Longfellow.*



It is our good fortune as it is that of every user of flat bed presses that **"THE SUPREME EXCELLENCE" IS EMBODIED in THE BABCOCK "OPTIMUS"**. In all the many sizes of the "Optimus" **every part is distinctively efficient and simple.** No other two revolution has been built for the convenience and profit of its users with so marked success.

THE "OPTIMUS" DELIVERY is the finest ever built into a two revolution and the first printed-side-up front delivery ever made.

THE "OPTIMUS" handles all grades of paper without change of adjustment and piles the sheets evenly on the table. A sheet once taken by the grippers cannot get on to the rollers. "Smutting" is entirely eliminated and slip-sheeting rarely necessary.

"OPTIMUS" ROLLERS are **INTERCHANGEABLE,** reducing the cost of rollers fifty per cent.

THE "OPTIMUS" BED MOTION is the best mechanical device ever invented for driving a press bed. It is strong, fast and accurate and its supreme excellence is simplicity.

THE SPEED of the **"OPTIMUS"** is one of its main advantages. You cannot afford to run any press that is slow, for

THE "OPTIMUS" is STRONG, ACCURATE and SWIFT.

Any printer who runs a two revolution should, for his own interest, examine the many perfected details of the **"OPTIMUS".**

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, 715-721 Dearborn St., Chicago, Illinois.
John Haddon & Co., Agents, London, E.C.
Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.

January Eighth, Nineteen Hundred and Fifteen

Perpetual Injunction

Against the Intertype Company

The United States District Court for the Southern District of New York has this day ordered an injunction against the Intertype Company prohibiting the manufacture of their machine in the following terms:

> That a perpetual injunction forthwith issue out of and under the seal of this court directed to the said defendant, The International Typesetting Machine Company, and to its officers, directors, superintendents, servants, clerks, salesmen, attorneys, receivers, assignees, and agents, PERMANENTLY ENJOINING AND RESTRAINING THEM AND EACH OF THEM FROM DIRECTLY OR INDIRECTLY MAKING OR USING OR SELLING OR OFFERING FOR SALE, OR OTHERWISE DEALING IN OR DISPOSING OF ANY LINOTYPE MACHINES LIKE DEFENDANT'S "INTERTYPE" MACHINE, EXHIBIT NO. 23 HEREIN, OR ANY OTHER LINOTYPE MACHINES, or parts of machines, embodying the inventions covered in claims 1, 2 and 3 of Hensley Patent No. 643,289, or claims 1, 2 and 3 of Dodge Patent No. 739,996, or claim 7 of Homans Patent No. 830,436, or in any manner infringing upon said patents or plaintiff's rights thereunder.

January Twelfth, Nineteen Hundred and Fifteen

A Second Perpetual Injunction

Against the Intertype Company was ordered

Upon the failure of The International Typesetting Machine Company to provide the bond required by the court, an injunction has been issued against it restraining the infringement of claims 6 and 7 of the Rogers Reissue Patent No. 13,489 belonging to Mergenthaler Linotype Company.

These two injunctions PREVENT THE FURTHER MANUFACTURE AND SALE OF INTERTYPE MACHINES CONTAINING, AMONG OTHER THINGS, THE PRESENT METHOD OF SUPPORTING AND REMOVING THE MAGAZINE FROM THE REAR; AND THE ROGERS TWO-LETTER DEVICE IN THE FIRST ELEVATOR.

The Mergenthaler Linotype Company will take steps to protect its rights against the manufacture, sale or use of infringing devices.

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

PRINTER & PUBLISHER

MAY, 1915

IN THIS ISSUE

Give Quality and Service — But Without Price

By Matthew Esdale

The Upward Trend of Metal Prices

The Claims of the Weeklies for National Advertising

THE MACLEAN PUBLISHING CO. LIMITED

TORONTO - MONTREAL - WINNIPEG

"Used in Canada wherever good printing is done."

THE

Dominion Printing Ink and Color Co., Limited

J. W. ROOSEN, Pres. H. D. ROOSEN, Treas. R. E. HEWITT, Secy.

128-130 PEARS AVENUE TORONTO, CANADA

Manufacturers of

Printing and
Litho Inks,
Dry Colors and
Varnishes

The Only Manufacturers of the famous

Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

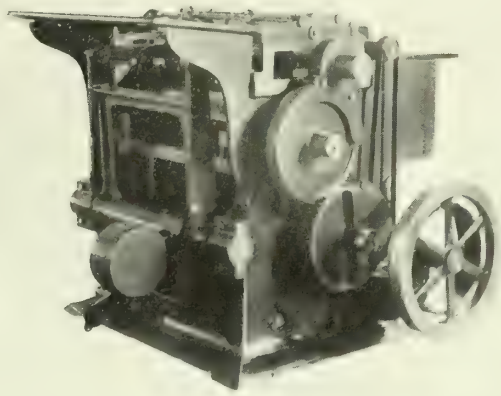
We make the Blacks that Dry with a Lustre

STOCKED AND SOLD BY

John Martin Paper Co., Limited
Winnipeg, Calgary, Edmonton

Gunn Paper Co., Limited
St. John, N.B.

It's the Consumer Who Pays for Your Osterlind



The first editorial in the February issue of Printer & Publisher makes that plain.

The Osterlind is the logical step forward in the advancement of printing production. It *had* to come.

Take three of your Gordons. Lift them clean out of your plant, with all their complement of feeders, motors, rollers and accessories, with their space-waste and overhead. Put one Osterlind in their place, and the result is MORE and BETTER work.

Or, on the other hand—

Instead of adding three new Gordons, with extra feeders and motors and all that goes with them, add your OSTERLIND—the result is the same, MORE and BETTER work.

Think of salaries eliminated! Think of motors and extra equipment cut clean off your expense sheet! Think of space saved and overhead brought to a minimum!

Now then, who pays for *Your* Osterlind?

There are so many astonishing advantages, so many mechanical perfections about the Osterlind that every master printer, every superintendent, every pressman, owes it to himself personally to investigate the Osterlind. Come and see it operating in our Toronto warehouse, or write to-day for more complete details. Write NOW.

MILLER & RICHARD, 7 Jordan Street, Toronto

Wilson-Munroe Co., Limited
TORONTO

PRINTERS! When You Specify

CONSUMERS BOND
(WATERMARKED)

you are not only helping the "MADE IN CANADA" Campaign—you are getting the best value offered for the money.

Case Lots 7 c. lb. Ream Lots 7½ c. lb.

¶ NOW CARRIED IN WHITE AND TEN DISTINCTIVE TINTS

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

PULLAN SERVICE

W A S T E

Bear in mind that you will never be kept waiting when you ask me to lift your paper or to deliver your supply of wiping rags.

TELEPHONE NOW
ADEL.
760

and see what it is to have

P A P E R

PULLAN SERVICE

E. PULLAN, 20 Maud St., Toronto

WOOD TYPE

GERHARDT'S Wood Type is guaranteed to be of uniform height. Made in any size desired in any assortment of characters. Material the best selected and hardest end-grain rock-maple. Lasts a life-time.

Wood Type is light in weight and much better than metal. My prices are lower than elsewhere.

Catalogues sent on request.

FRANK GERHARDT
MANUFACTURER
1162 Liberty Ave. Brooklyn, N.Y.

Say you saw it in PRINTER & PUBLISHER.

Why

let your good profits curl up and evaporate in your ink tins and fountains, when you could easily save it by the use of our

GUARANTEED

NON-SKINNING INKS

Just take a peek into any of the tins in your cabinet. Notice the thick, rubbery skin in almost every one. Pure Ink gone to waste.

Non-skinning inks are guaranteed and can be used to the very last drop. Always as fresh and free from skin as when can was first opened. Come in a snappy brilliant Bronze Blue and a vivid Job Red. Cut out the awful waste of skinning and shrinking inks right now. At least send for a trial order and see for yourself what an effective economizer Non-skinning ink really is. Send for trial order to-day.

SURPRISE BLACK WONDER BLACK

The two best known, best liked, best working blacks in Canada. They call 'em the eight-hour-day inks. Won't offset. Can easily back up your forms without trouble. Dry with a brilliant lustre. Get them to-day.

The AULT & WIBORG CO. of CANADA
LIMITED

TORONTO MONTREAL WINNIPEG



RELIANCE ENGRAVING COMPANY



INCREASING business demanded our removal to larger quarters. We are now located at our new address, which offers better facilities to give our customers the most efficient service.

As in the past we aim to satisfy to the smallest detail.

NOTE OUR NEW ADDRESS

143 University Avenue, Toronto

Telephone Adelaide 4094

MADE IN CANADA

SUPPORT CANADIAN INDUSTRY

Supply your customers with ROLLAND'S PAPERS. They compare advantageously with the best imported stocks.

Our papers have built up a reputation on quality. They will give satisfaction to your customers and establish permanency of your trade.

Superfine Linen Record
White, Azure and Buff

Standard Pure Linen
White

Earnscliffe Linen Bond
White and Azure

Empire Linen Bond
White and Five Tints

Earnscliffe Linen Ledger
White and Azure

Colonial Bond
White and Five Tints

and other Brands

Each line is the best in its class. Stocked by the leading jobbers.

Samples on request.

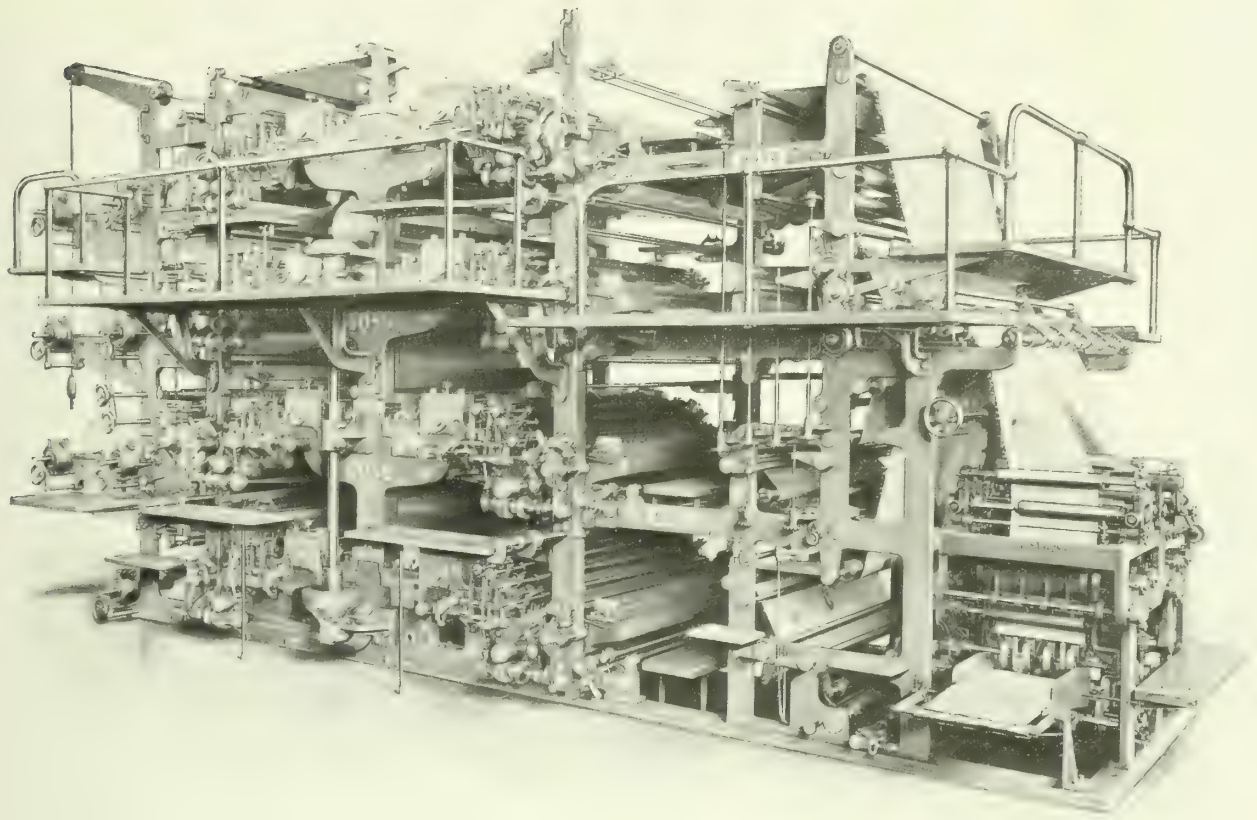
The ROLLAND PAPER CO., Limited

General Offices:
384 St. Paul St., Montreal

High-Grade Paper Makers

Mills at St. Jerome
and
Mont Rolland, P.Q.

GOSS



THE GOSS "HIGH-SPEED STRAIGHTLINE" OCTUPLE PRESS

RECENT ORDERS FOR THIS MACHINE FROM

TIMES, LONDON, ENGLAND, (2 Presses)
GAZETTE-TIMES, PITTSBURG, PA., (2 Presses)
CALL, SAN FRANCISCO, CAL., (2 Presses)
HERALD, LOS ANGELES, CAL.
JOURNAL, MILWAUKEE, WIS.
CHRONICLE, HOUSTON, TEXAS
NEWS, BIRMINGHAM, ALA.

LET US SEND YOU A COPY OF OUR BOOKLET
"USERS OF GOSS PRESSES"

THE GOSS PRINTING PRESS CO.

Main Office and Works:
16th St. and Ashland Ave., CHICAGO, ILL.

New York Office:
Metropolitan Building, No. 1 Madison Ave.

Say you saw it in PRINTER & PUBLISHER.

TRADE MARK

This design is a guarantee of quality.

CANADA BOND

A bright, snappy bond paper.
In white and *five bright* colors.
All regular sizes and weights. Low Price.
Advise your customers to use a distinctive color of
Canada Bond for letterheads and envelopes.
It is also very suitable for office stationery,
duplicate systems, etc.

SEND FOR SAMPLES AND ASSORTED CASE-LOT PRICE.

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO MONTREAL WINDSOR MILLS, P.Q.

Colored Papers a Specialty

"Roberts" Typo Numbering Machines

SIMPLEST—STRONGEST

BEST IN THE WORLD

Cleaned in One Minute Without Removing a Screw

More than 250,000 in Use

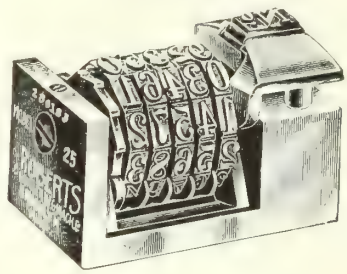
Are You Skeptical?
Order One and be Convinced!

In Stock and For Sale by All Type Founders

BRANCHES:
TORONTO - - CANADA
LONDON - - ENGLAND
MANCHESTER - ENGLAND

The Only Typo Numbering Machine Made on the Point System.

Model No. 25



№ 12345

$5.00 Model 25 5 Wheels
$6.00 Model 26 6 Wheels

SIZE: No. 25, 5 Wheels, 64x108 points
No. 26, 6 " 64x118 "

The Best — yet the Cheapest Typo Numbering Machine Made

Both models have plungers with removable No.-slides; therefore slides engraved with any letter can be used when required, and the unnecessary expense of buying a new plunger for each and every letter is eliminated, saying nothing of the time one saves in making such changes, as all slides may be removed without taking machines from forms.

These models have the same patented features and superior construction as the machines manufactured by us under the former name of

"Bates Typographic Numbering Machines"

which should be sufficient guarantee of quality and simplicity.

Buy through our Canadian Branch and SAVE DUTY

New Address for Canadian Branch Office
110-112 CHURCH ST., TORONTO

$3.50 Each of the above Machines with SOLID CIPHER WHEELS can be had for **$4.50**

THE ROBERTS NUMBERING MACHINE COMPANY

696-710 Jamaica Ave. Successor to The Bates Machine Co. BROOKLYN, N. Y.

Say you saw it in PRINTER & PUBLISHER.

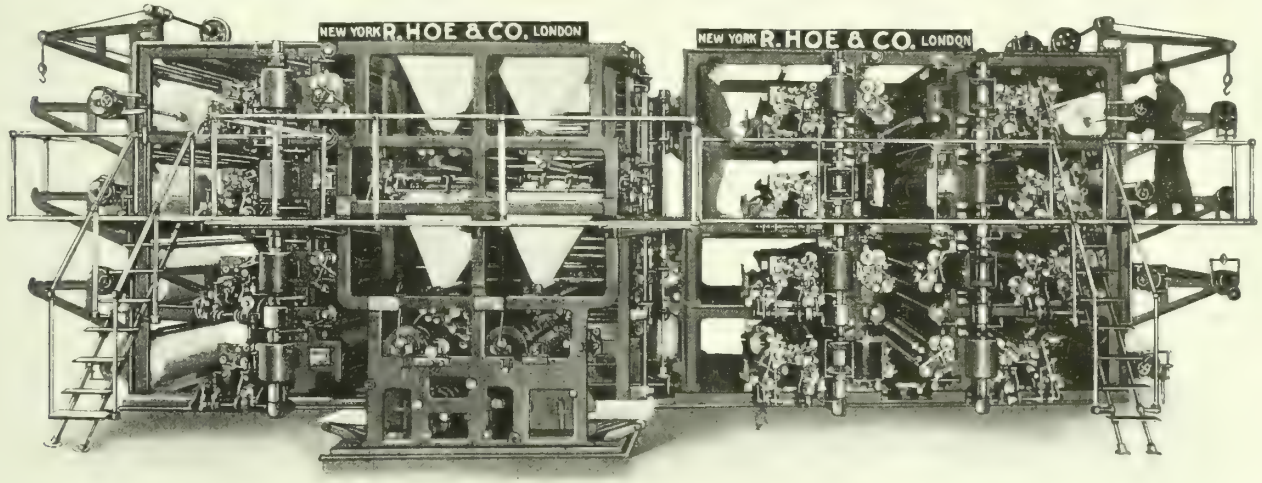
"The HIGHEST DEGREE of PERFECTION attained in the design and construction of NEWSPAPER MECHANISM is reached in this Press."

—*San Francisco Examiner.*

This is what has been said of the NEW MAMMOTH

HOE UNIVERSAL-UNIT PRESS

now in operation, printing the editorial, magazine and comic sections of the SAN FRANCISCO EXAMINER in the Machinery Palace at the PANAMA-PACIFIC INTERNATIONAL EXPOSITION.



THE LATEST ACHIEVEMENT IN PRINTING PRESS CONSTRUCTION

This epoch-making machine, which embodies many new and important patented features, not only does plain black newspaper printing at the highest speed, but also turns out fine color and half-tone printing in an almost unlimited variety of combinations and black.

It can be made with as many printing units as required. The illustration shows a 12-unit press, consisting of 12 pairs of printing cylinders with two folders, four formers and two deliveries. The parts are all interchangeable in the different units.

R. HOE & CO., 504-520 Grand St., New York

Manufacturers of Printing, Stereotyping, Electrotyping and Photo-Engraving Machinery and Tools

120 ST. JAMES STREET, MONTREAL, CANADA. ALSO AT 544-546 SOUTH CLARK STREET, CHICAGO, ILL.
7 WATER STREET, BOSTON, MASS. 109-112 BOROUGH ROAD, LONDON, S.E., ENGLAND.

VISUALIZE THIS:

A house organ sixteen pages and cover, size 4⅝ x 5⅞, printed in two colors on

Utility-Accord

The inside cut from 25 x 38-60—four books to a sheet. The cover cut from 20 x 25-60— eight books to a sheet.

Money-saver envelopes cut from 25 x 38-60—four thousand to the ream.

The cover, inside and envelopes, all a perfect match.

One of the seven attractive shades can be used month after month, or colors can be changed each month, according to the fancy of the publisher.

A number of the most attractive house organs published to-day are printed on Utility-Accord, because it is recognized as the best stock made for the purpose.

Samples, dummies and printing suggestions submitted on request.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

The J. L. Morrison Co.

445-447 KING STREET WEST

London **Toronto, Ont.** New York

Manufacturers of

"Perfection" Wire Stitchers

Known and Sold all the World over

Dealers in

BOOKBINDERS', PRINTERS', LITHOGRAPHERS' PAPER-BOX MACHINERY AND SUPPLIES

Machinery for the Whole Paper Industry

Hamilton All-Steel Cut Cabinet No. 520



HAMILTON ALL-STEEL CUT CABINET
No. 520
36 in. wide 23 in. deep 43 in. high
Contains 24 steel drawers each 32 1-16 x 16½ in. inside.

This Cabinet provides 88 sq. ft. of safe storage space for your valuable cuts in a floor space of less than 6 sq. ft. By using this cabinet for storing your cuts, you are putting them in a place free from the ravages of vermin and insects and protecting them from damage in case of any ordinary fire.

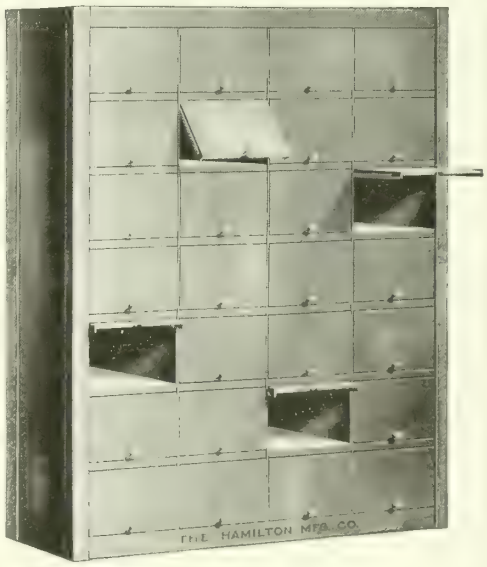
The installation of elaborate dies and fixtures enables us to offer this Cabinet at the exceptionally low price of $50.00 complete, boxed ready for shipment. The Cabinet is of fine appearance, suitable for use in the office as well as in the shop.

Hamilton Steel Cut Storage Cabinet No. 462

This Cabinet is especially designed for printers who make a practice of storing the complete plates for one job in a single package or bundle. This makes it possible to keep each job together in one bin, or all of the plates for one customer can be kept in a bin for ready access.

Prices on this and other styles of Cut Storage Cabinets quoted on application.

You need some Hamilton Steel Equipment in practically every department of your business. Ask your dealer.



HAMILTON STEEL CUT STORAGE CABINET No. 462

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. Eastern Offices and Warehouse, RAHWAY, N.J.

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited — Toronto, 70 York St.; Montreal, 346 Craig St. W.; Winnipeg, 175 McDermott Ave. E.; Calgary, Alberta.; Regina, Saskatchewan.

Rex A. Hand, Representative for Maritime Provinces and Newfoundland, c/r Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Richard — Toronto, 7 Jordan St.; Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York Street, Toronto.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

Specify Canadian-made Papers

We carry in stock the following well-known brands:

WRITING PAPERS

CORONA - - - - - - - White Wove
IROQUOIS - - - - - - - White Laid
MAPLEHURST - - - - White Wove
MANILLA WRITING

LEDGER PAPERS

DEMAND - - - - White and Azure
BANKERS - - - - - White and Azure
WELLINGTON - - White and Azure
EARNSCLIFFE - White, Azure and Buff
RECORD - - - White, Azure and Buff

BOND PAPERS

BEVERLEY - White, Blue, Buff, Golden Rod, Canary, Pink
ALBERTA - White, Blue, Buff, Golden Rod, Opaline, Pink
ASTORIA - White, Blue, Corn, Golden Rod, Opaline, Pink
EARNSCLIFFE - - - - - - - - White, Azure, Buff
ORIENT - - - - - - - - - - - - - - White
RECORD - - - - - - - - - - White, Azure, Buff

Write for free samples to-day.

BROWN BROS., LIMITED, Paper Dealers
SIMCOE, PEARL AND ADELAIDE STREETS, TORONTO

Goes Goes

ESTABLISHED 1879

GOES

Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS
comprises
STOCK CERTIFICATES - BONDS - DIPLOMAS
CORPORATION RECORD BOOKS.

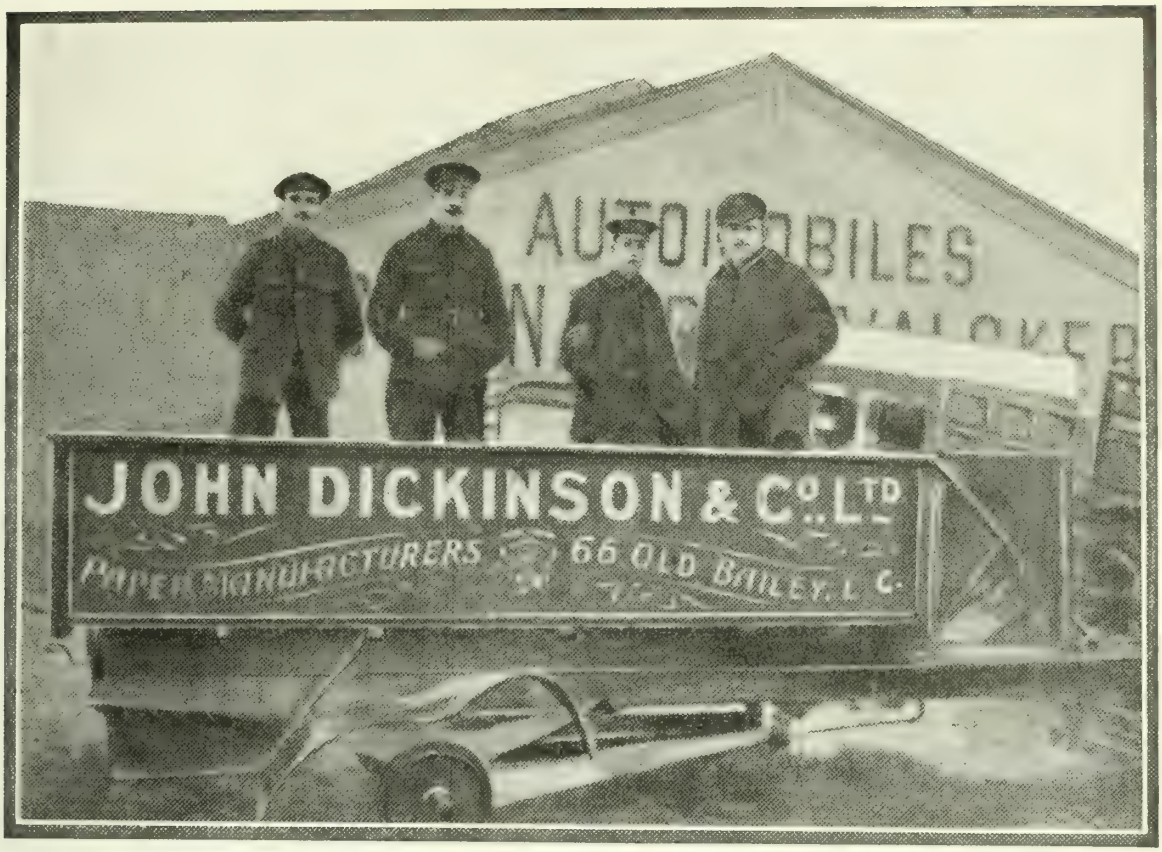
1916 - CALENDAR PADS - 1916

ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO
WM. F. KROHMER, PRESIDENT.

Goes ADDRESS DEPT D.J.T. SAMPLES AND PRICES ON REQUEST. Goes

Say you saw it in PRINTER & PUBLISHER.



"SOMEWHERE IN FRANCE"

The illustration shows one of Dickinson's Motor Trucks (taken over by the British Government on the outbreak of war), after a collision with the enemy.

John Dickinson & Company, Limited

Paper Makers for Over One Hundred and Ten Years

MONTREAL
216 Lemoine Street

TORONTO
77 Wellington St. West

TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED
111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process for Reproducing Electrotypes from Halftones.
Our work and rapidity of service unequalled. Out-of-town customers will please note.



TRAYTON BLABER, Manager

Established in London for 4 Generations

WEISE BROS.

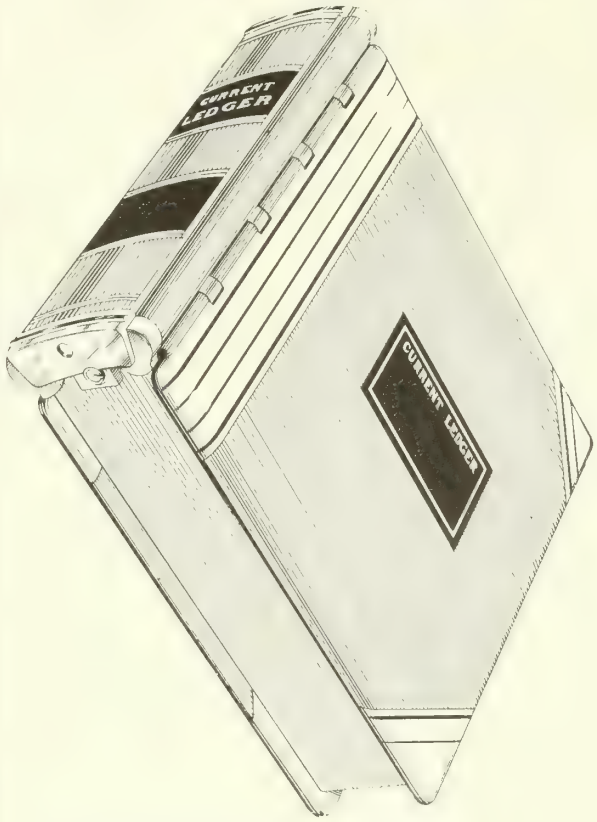
Manufacturers for the Trade Exclusively of

Embossed Advertising Cards

Calendars, Hanging Wall Pockets, Labels, Catalogue Covers, Celluloid Tablets.

5 to 7 Singer St., London, England

Say you saw it in PRINTER & PUBLISHER



Strong, Serviceable Binders Are Easy to Sell

—and incidentally bring you in many printing and loose-leaf orders.

Hundreds of other progressive printers from coast to coast are handling our line of loose-leaf binders and supplies because of their inherent quality, serviceableness and durability.

The line is adapted to all intricacies of office work and any line of business, and its time-saving qualities are unquestioned.

The posts are so solid and firm it is impossible for them to loosen in metals. The section posts are well protected with rubber ball caps. The metals of all half-bound binding are well protected to ensure long life to the covers.

You'll find our binders will appeal to almost any business man in your locality. You should have no trouble in building up quite a nice little business in this particular line.

Just write to-day for Catalogue 160, which describes our complete line, and let us tell you of our special offer to printers and publishers whereby you can add an efficient loose-leaf department to your plant at small cost. Write NOW, while you think of it.

PRINTERS' SPECIALTIES, Limited, Toronto, Ont.

Lead Mould Electrotypes

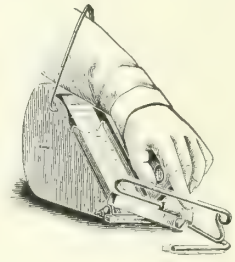
TRADE MARK

Made in Canada

TRADE MARK

Owing to the demand for high class electrotypes, and to save our customers sending their half tones to the States for lead moulded reproductions, we have purchased from R. Hoe & Co. a 1,000 ton pressure automatic hydraulic lead moulding press. Wenowguarantee to produce plates equal to those obtained anywhere and save our customers time, express and duty.

Montreal Electrotype Co., Reg'd
MONTREAL



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Say you saw it in PRINTER & PUBLISHER

PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

Vol. XXIV. Toronto, May, 1915 No. 5

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The MACLEAN PUBLISHING COMPANY, LIMITED

143-153 UNIVERSITY AVENUE, TORONTO, CANADA

JOHN BAYNE MACLEAN, *President* DUNCAN B. GILLIES, *Manager*
A. R. ALLOWAY, *Editor*

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Contributions of vital interest to Canadian printers and publishers are solicited, and prompt payment will be made for all accepted matter.
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BUY ONE NOW

The WETTER is a GOOD Numbering Machine

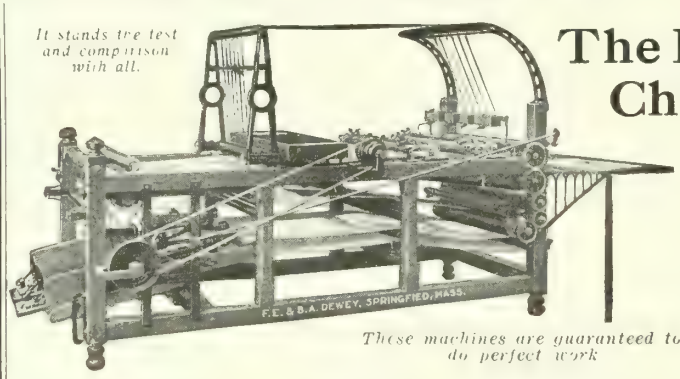
Ask to see the Boston Model Pica Model

Get our Booklet telling all about them.

producing Accurate Results, because they are built right: parts HARDENED where necessary, and the finished machine will stand up to the exacting conditions under which they are used.

ALL DEALERS WETTER NUMBERING MACHINE CO.
255-261 Classon Ave., Brooklyn, New York, U.S.A.

It stands the test and comparison with all.



These machines are guaranteed to do perfect work

The Dewey Ruling Machine Challenges Comparison

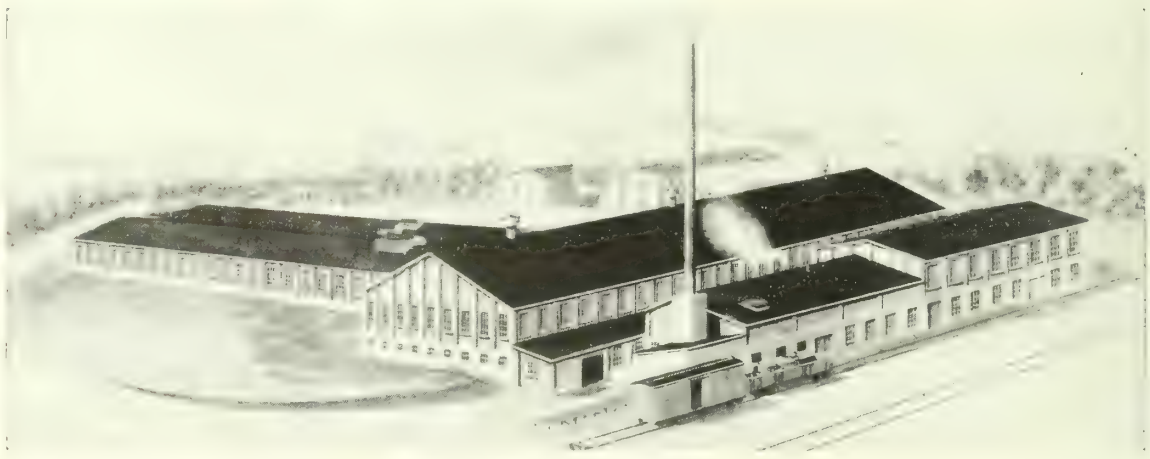
The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863
Since 1910 many improvements added

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Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building Private Exchange Adelaide 1986

Say you saw it in PRINTER & PUBLISHER.

PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Give Quality and Service, But Without Price

By Matthew Esdale

General Manager The Esdale Press, Limited, Edmonton, Alberta

Editor's Note.—This is the first of a series of articles on the general topic of "Quality and Service Not Price —the Deciding Factor." Readers of Printer and Publisher owe a debt of gratitude to the writer of this article and other prominent printers who will contribute future articles in this important and highly practical series. Mr. Esdale, who was in business in Ottawa prior to locating at Edmonton, is one of the best known printers in the Dominion, and the actual experiences he relates in this article will be read with very great interest. Not the least valuable part of the article are the illustrations, showing concretely the way in which the catalogue copy became heavier with succeeding issues, a tendency that is very general, but one too often overlooked by printers when accepting or billing repeat orders. And best of all, the absolute necessity of a good cost system is again demonstrated and a fitting tribute is paid it by Mr. Esdale.

YOU write me, asking for a few illustrations of where I can show that quality and service can be made advantageous to both the printer and customer alike, when a price, or rather a definite price, is not quoted. By so doing, you seem to have gotten right into my very being, for the one joy and pleasure I have taken out of business has been in that very secret—for it did seem a hidden secret to me. In fact I do not believe that a printer, or his salesman, has by any means succeeded or come to his own, until he has reached that apex where the customer has enough confidence in shop ability and its management, to give his work without price, providing the printer has labored unceasingly to bring his plant to that efficiency which will warrant his accepting and completing a contract, invoicing his output at a just and proper price, and then receiving a cheque in full of his account. If that pleasure were denied me, I would prefer any other position, no matter how menial, to the one I now hold.



MATTHEW ESDALE

A CONCRETE EXAMPLE.

Some eighteen months ago, I had the pleasure of being sent for by Mr. James Ramsey, of the James Ramsey Limited, head of our largest departmental store, who, let me add here, is one of those *large* men, who delights in placing confidence in others, whose very presence is an inspiration and benediction to others. He told me three things: First, he wanted to open a Mail Order Department; he wanted a catalogue; he wanted a printer whom he could have confidence in. He told me he had watched our output, and it had satisfied him; that he knew our building and plant, and felt satisfied we could give him what he wanted. Placing myself in the double position, as the head of a large firm, and as it were, in the position of a salesman in this particular case, I assumed only one attitude, and that in all sincerity, I was truly grateful for this expression of confidence, and if entrusted with this work would do all in our power to merit further confidence.

We were also fortunate, in that the head of the Mail Order Department was a gentleman who knew his business, knew what he wanted, when he wanted it, and how to prepare and supply his copy. A few moments with him made plain the fact that we had clear sailing ahead of us. We were ready and anxious to get away; so was he.

The first issue was to be 10,000 copies, size 10¾ x 7½ ins., set 8 point, 20 pages of fashion plates on coated, with 80 pages on light book paper, cover heavy coated, together with a three-color insert carpet page, order forms, envelopes, etc.

DELIVERY AHEAD OF TIME PROMISED.

With delivery promised in 30 days, no time could be lost. Stock was ordered immediately, and promised in 10

days. In those 10 days we had every page revised and ready for press, *but no stock*. Replies to wires only charged us with impatience, claiming our demands were unreasonable. Nothing daunted, now that one paper house had fallen down, another was appealed to, and in five days, delivery was made. Five cylinder presses and one Colts were called into commission, with the result that 20 hours ahead of due date, we were delivering 5,000 copies. In fact, the full delivery was made before paper house No. 1 had made their unaccepted delivery.

Our customer being kept in touch with each move, became interested, not only in his order, but in the shop, and no more grateful words could be showered on anyone than were my portion on this contract. I have been forced to a long, wearisome story of this particular case, but it is worth while, when I say that since that issue we have turned out the last two, and largest issues, absolutely without question of any kind.

HOW THE COST SYSTEM RESTORED CONFIDENCE.

Difficulties will arise, however, and about the time of last issue a new manager took charge of the above-mentioned firm, who did not know the conditions that previous issues were completed under. After sending in our invoice for close to $4,000, the writer was informed that invoice was held up, owing to the fact that the charge was excessive.

Now, here is where I hope to be of service to my fellow craftsmen. Are we prepared for such exigencies? Was I prepared? Did I keep in close enough touch with my business, with these three catalogue orders in particular, to be able to meet any argument or to answer any question? It so happened I was. Forewarned is always forearmed, and after receiving this night attack, I had my cost clerk prepare for me complete records from the three issues. Did they suffice? Yes, and more so, for they convinced another manager that our business was run on principle, and was untiring in its endeavor to take care of the customer who had placed confidence in us.

A few facts will make plain the following figures:

First:—Every catalogue, naturally, gets heavier, contains more matter, requires more care and takes more time.

Second:—More copies. (Increased each issue.)

Third:—Contained more pages.

The following tables were laid before him with one copy of each catalogue. Notice the variation in composing room charges alone.

	First issue over 82,000, 10,000 copies	Second issue over 83,000, 18,000 copies	Third issue approx. $4,000, 20,000 copies
Keyboard	94.7 hours	113.9 hours	135.4 hours
Caster	45.3 "	62.6 "	71.8 "
Layout	1.8 "	6.0 "	15.5 "
C. and make up	229.0 "	234.8 "	325.5 "
Reading	25.7 "	39.2 "	41.2 "
Correcting	75.9 "	95.8 "	125.9 "
Revising	17.5 "	17.8 "	70.8 "
Lockup	43.4 "	42.3 "	46.8 "

Note: Third issue was Christmas time and copy was not prepared as carefully, nor did it come to us in as good shape, heads of departments being too rushed to take care of it, which forced arranging and re-arrangement of pages. This explains such noticeable increase in layout, correcting and revising charges.

The time taken in composing room for each issue was as steps upwards, and required no further explanation. Let me illustrate this. Plate I you will notice is 2 pages from the first catalogue. Plate II. is the same pages in second catalogue. Then again further on in the catalogue we open at furniture section and here again can be plainly seen the way in which the customer always *adds* more and more. What of the printer who accepts order after order for repeats at the *same price as last?*

We hear and read considerable as to the value of a cost system. What better illustration of its value could we get than the above.

ANOTHER CASE WHERE QUALITY WON.

In closing let me add another case where quality alone was of first consideration. The illustration below, Plate V., brings us into another class of work—art in printing. Here we find the customer only too anxious to consider quality and service, first, because after hours of preparation, and a big investment in engravings, how necessary it is for the printer to be able to complete what should be a work of art. How sad to see him fail?



A fine example of work produced on a "quality and service" basis

Plate V. Pages from a Government Booklet, the work of Esdale Press, Limited.

This order was for 20,000 copies, size 10 inches x 7 inches, 120 pages in 2 colors (sepia and Persian orange) and cover in 3 color half-tones. Stock was Titian coated 28 x 42, 120 with cover of same quality 200 lb., machine sewn. This book presented a very handsome appearance, costing over $5,000 to print it. While it is a branch of Government service, yet is is distinctly separate in this case, for this was our first order and was given us, believing we could give them quality.

Many similar cases could be given. It is the *one* way to build up business and make friends. Another example of service comes to mind at the present moment where the secretary of our Exhibition Association, Mr. W. J. Stark, (by the way an old Toronto man) and a good friend to every printing office in Edmonton, brought final proofs for a 132-page prize list into our office at seven o'clock of one evening, asking as a special favor that copies of the finished work be in his hands by three o'clock the following day, to lay before an executive meeting. What looked like an impossibility was accomplished. There is no question but that *service eliminates price* and makes friends instead of enemies to the trade.

Let me thank you for this opportunity and at the same time congratulate PRINTER AND PUBLISHER on this very interesting and profitable suggestion.



Plate I. Pages from first catalogue; composition comparatively simple



Plate II. Pages in second catalogue corresponding to those shown in Plate I. Composition much heavier

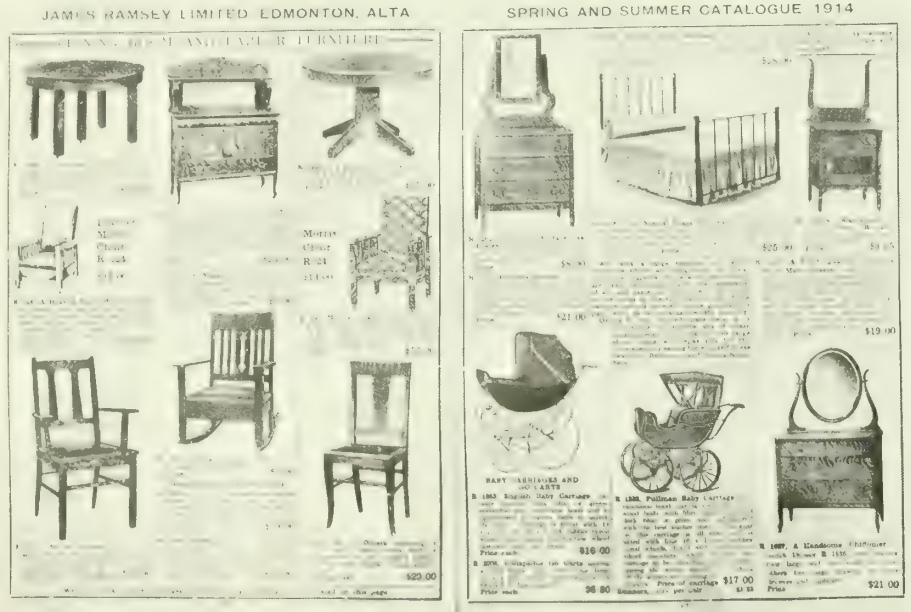


Plate III. Numerous illustrations helped to reduce amount of composition in first catalogue.

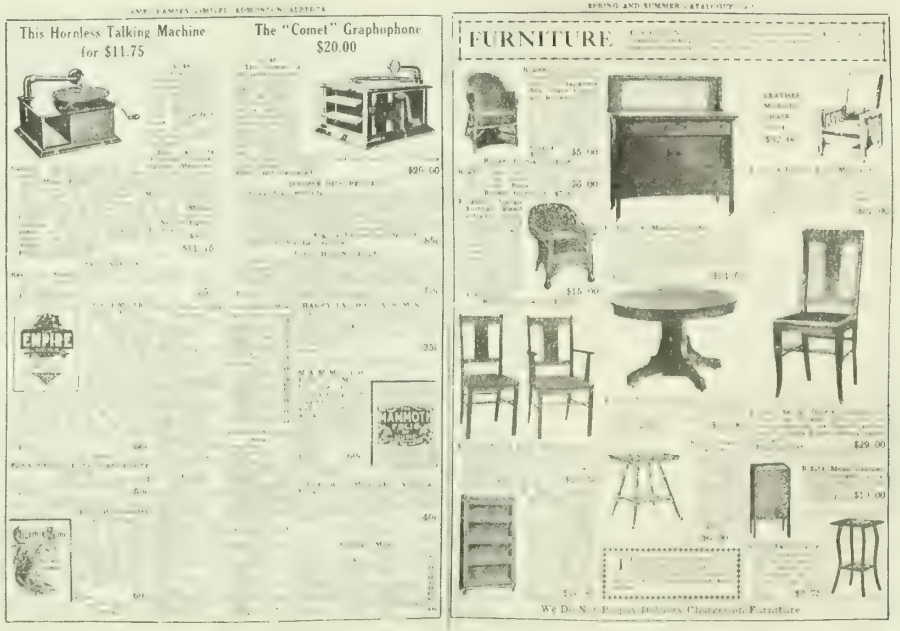


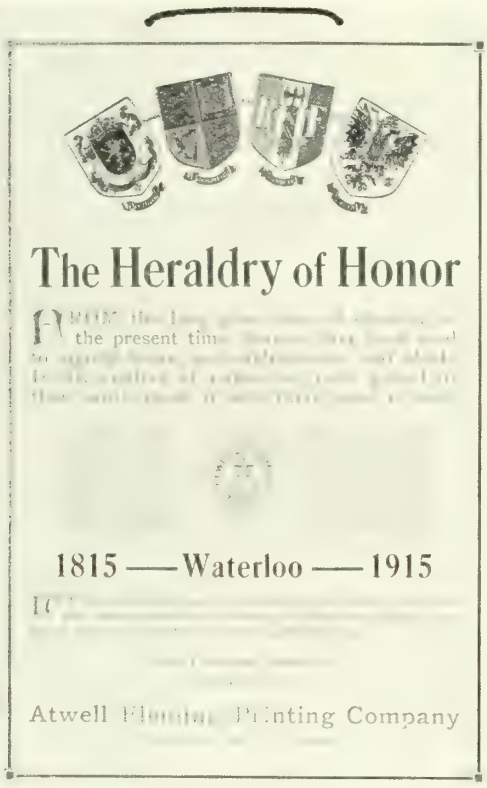
Plate IV. In the second catalogue much more copy was added and fewer illustrations used

Reproduction of mail-order catalogue pages showing how composing room work increased in second edition. The cost system recorded the added time and demonstrated to the customer the fairness of the increased charge for the second and third editions. Read article "Give Quality and Service, But Without Price," by Matthew Esdale.

AS OTHER PRINTERS DO IT

A Patriotic Printing Firm

A FEW months ago we had occasion to refer to a very attractive patriotic hanger issued by the Atwell Fleming Printing Co., Toronto, for promotion purposes. This piece of printers' publicity was, in fact, reproduced in our Janu-



Linking up the war and business in an attractive hanger

ary number just as it appeared. This month we have reproduced in half-tone another example of patriotic publicity sent out by the same firm. This is the sort of advertising matter that should produce a most favorable impression in the minds of prospects at the present time, when individual patriotism runs high. Even where there is no expectation of immediate returns it seems probable that the distribution of hangers of this character will help materially in making the name of the Atwell Fleming Company well and favorable known, culminating in real orders as soon as recipients are in a position to give same.

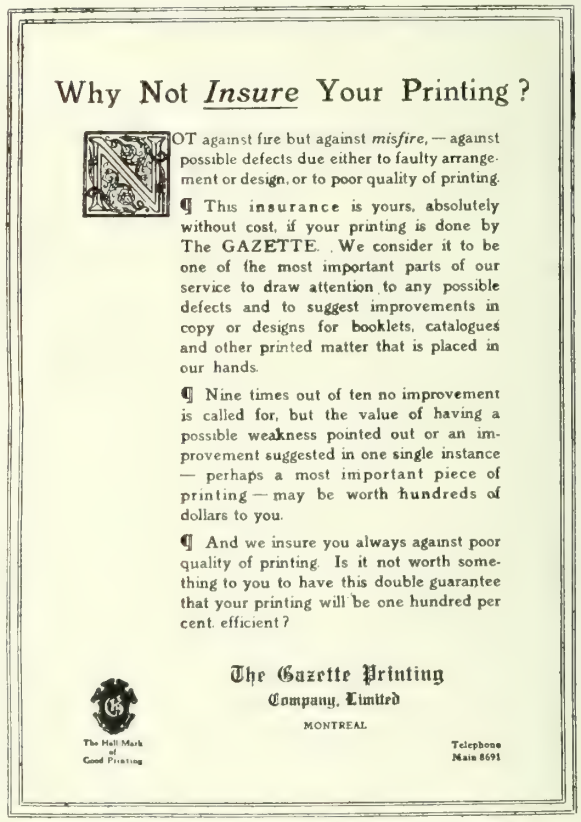
The crests at the top are exact reproductions, embossed in original colors, of the arms of Great Britain, Belgium, France and Russia. The wording of the hanger is in blue and red, with the trade mark of the firm and the border surrounding the job in rich gold. Stock is white card, cord is red.

To Charge for Graphica

ON THE occasion of the first anniversary of its birthday the publishers of *"Graphica"*, The Herald Press, Montreal, announce a new basis for the distribution of this welcome monthly visitor. A letter dated April 1st and sent to all readers sets forth the new system. The last paragraph clearly sums up the proposition: *"Customers* get *Graphica* without application. *Prospective Customers* must apply for it on the enclosed postcard. *Non-prospective Customers* must pay the annual subscription fee of $1. or have their *Graphica* cut off. Subscription blank enclosed." The letter says that its publishers "didn't bring *Graphica* into the world for the purpose of annoying people. We did it simply to "provoke" them—to send us business."

A Good Newspaper Advertisement

THE advertisement of The Gazette Printing Company, Limited, Montreal, reproduced on this page, is well worth reading. The catchy idea of likening printing to insurance —"not against fire but against misfire"—is certainly a good


Why Not *Insure* Your Printing?

NOT against fire but against *misfire*, — against possible defects due either to faulty arrangement or design, or to poor quality of printing.

¶ This insurance is yours, absolutely without cost, if your printing is done by The GAZETTE. We consider it to be one of the most important parts of our service to draw attention to any possible defects and to suggest improvements in copy or designs for booklets, catalogues and other printed matter that is placed in our hands.

¶ Nine times out of ten no improvement is called for, but the value of having a possible weakness pointed out or an improvement suggested in one single instance — perhaps a most important piece of printing — may be worth hundreds of dollars to you.

¶ And we insure you always against poor quality of printing. Is it not worth something to you to have this double guarantee that your printing will be one hundred per cent. efficient?

The Gazette Printing Company, Limited
MONTREAL

The Hall Mark of Good Printing

Telephone Main 8691

An Example of Good Newspaper Advertising by a Printing Firm.

one. Then, too, there is a high standard maintained by the appeal of the advertisement in behalf of "quality" printing, coupled with a service that is ready to assist the customer to get the maximum satisfaction from his printing.

REVIEW OF SPECIMENS

IT IS regrettable that even the finest half tone reproduction and the most painstaking presswork cannot do full justice to the splendid specimens of the work of Canadian printing firms which are included in the illustration at the foot of this page. One needs to see the originals, handle them, study them carefully, in order to appreciate their excellence to the full.

The two pages in the left hand upper corner are from an especially good number of "Team Work," the staff house organ of Southam Press, Limited, Toronto. The interior pages were printed on buff coated in photo brown, with the decoration on the title page in brown tint. The stock was roughed, giving a pleasing soft appearance to both illustrations and text. Keith cover stock, moire finish, a slightly darker shade than the inside, made a very beautiful cover. The words "Looking Backward" were printed in gold and below was an hour glass and winged design representing the passing of time. This and the trade-mark of Southam Press were blind embossed. The booklet was bound with brown silk.

Fred Doig, St. John, N.B., is a job printer whose clients should steadily increase in number, if the specimens of work submitted for criticism are a fair evidence of his ability as a manipulator of types, paper and ink. Quite a number of samples have been received from Mr. Doig and practically all of them are uniformly excellent, many being quite beyond adverse criticism. Specially worthy of mention are the three specimens reproduced in the illustration below. The title page of "Sharpe's" Ice Cream Menu is on buff index bristol in brown ink with the appropriate decoration in green and brown. The admirable selection of types and their arrangement on the page speak for themselves in the reproduction. A difficult page to handle because of its long and narrow shape has been well treated in the title page of the circular advertising "Marine Motor Supplies." The stock is buff coated and the ink black with a touch of orange on the outside border and the underlines below the word "Supplies." A well-balanced page. The announcement page "Applied Design," etc., is on linen finish, deckle edge program stock, the design printed in black and a light grey tint. The subject is one which requires dainty treatment and both design and colors produce the desired effect. In the lower right-hand corner of the group is a wall hanger produced by Mr. Doig for distribution to friends for publicity purposes. The stock is buff and three colors of ink are used: black, red and light green. Initial and double rule are in red and border in light green tint. Another of Mr. Doig's specimens worthy of special mention is a hymn sheet for Memorial Day for the Knights of Pythias. This is a six page folder on yellow card, printed in blue and red. The page "In Memoriam" is particularly well handled. A circular "Military Supplies" is still another excellent exhibit. This is on buff coated, blue ink. Border, initial, and type faces show careful choice and the entire treatment is most commendable.

Several specimens are acknowledged from the Review Company, Bridgeburg, and three of them are illustrated below, these being typical of the general excellence which characterizes all of them. The "Popular Concert" program title page shown was printed in blue on buff stock. The design and type arrangement blend nicely and the whole effect is appropriate. The use of colors, however, would have given a more realistic effect to the flags of the allies, which form part of the decorative border. The title page of the menu of the "First Annual Banquet of the Bridgeburg Manufacturers' Association" is well treated. The crest is in gold, the lettering in blue, on white hand-made stock. The interior pages are equally well handled. The "Programme of Concert" is in black on hand-made white deckle edge stock, with the ornament and the paragraph mark in orange.



FINE EXAMPLES OF THE PRODUCTS OF CANADIAN PRINTING FIRMS.

THE EDITORS' VIEWPOINT

Printers Should Respond Promptly

THE NEWLY formed Graphic Arts Section of the Canadian Manufacturers' Association is carrying on a campaign for membership. As soon as a sufficient number respond announcement will probably be made of a general meeting of the Section in June, when plans will be discussed and a definite program of work adopted for the coming year. For this reason, every printer should at once send in his application for membership in the Section. There are many who have already expressed their purpose of doing so and if these would all act promptly now it would greatly strengthen the hands of the officers of the Section and enable them to plan for the future. The printers of Canada should, and can, have a strong, useful, organization in the Graphic Arts Section of the C.M.A. and the time which elapses before the Section gets in working trim depends wholly on the promptness with which a large number of printers respond to the call. Those who want further information before deciding should get in touch at once with the Secretary or some member of the Committee. The names are given elsewhere in this issue.

For more than two years Canadian printers waited more or less patiently while committees, composed of representative printers, made a thorough investigation of all the possible means whereby a Canadian organization of printers might be effected. One by one the impracticable plans were eliminated until at the Toronto Cost Congress last April there was but one plan that the Committee felt they could conscientiously recommend. That plan was to join with the C. M. A. and after all the details were explained and discussed at length it was accepted by the Congress. Therefore, let us now get together in real earnest and place the printing industry in Canada on a more profitable and all round more business-like basis than it is at the present time.

Will you not "do your bit" by sending your application blank to the Secretary to-day?

The Small Town Field

NO ONE will deny that the small town field has been largely overlooked by general advertisers, and at this time when sales of some lines are away below normal in the cities some advertisers are realizing it to their sorrow and commencing to make amends. Density of population has made it appear easy to find a sufficient market for goods in the big cities and in a great many lines the sales in small towns and rural districts have depended upon the efforts of local dealers and scattered enquiries secured through magazine advertising. It is hard to believe that such comparative apathy has been shown toward a class that numbers in the aggregate more people than the combined populations of all of Canada's cities, and at the present time at any rate, a class that has more ready money than the people in urban centres. No one can prophesy regarding future developments but it does not seem unlikely that a great many manufacturers who are or should be in the national advertiser class, are going to cultivate the small town and rural fields of Canada with a greater intensity and determination than have ever been directed toward getting trade in the cities. Why? Because the business is there and the firms that build solidly for the future will clinch their share of it and be semi-independent of the big cities. All of which means more national advertising for the country weekly and small daily press of Canada. But it is a business that will come only after thorough cultivation, both by individual newspapers and by co-operative effort. In a sense, the latter is the more important, because it is the *field* that requires to be "sold" in the first instance, rather than individual media.

Read the article in this issue entitled "The Claims of the Weeklies for National Advertising" and also the news article on page 29.

The Chief Essential in Permanent Circulation Building

THERE has been and will continue to be much discussion regarding the wisdom or otherwise of using premiums, voting contests, clubbing offers, etc., in an endeavor to increase the circulation of a newspaper.

Most of this discussion arises from one or other of two extreme viewpoints. The one is, that special offers of any description are not only beneath the dignity of every first-class, reputable newspaper, but are also a bad business policy from the point of view of gaining permanent, worthwhile circulation. The other extreme view is that volume of circulation, without regard to method of securing same, is the supreme ambition to be earnestly striven for. The first class follow invariably the idea of selling the newspaper solely on its merits, applying the same hard and fast rule to both new and renewal subscribers. The second class have as their motto: "Get circulation—no matter how, when, or where—*only get it.*"

Both classes are wrong. Perhaps some day the ideal condition desired by the first class will be realized; it is a splendid goal to be kept in view. On the other hand the indiscriminate use of premiums and contests of various kinds is falling into disrepute both with publishers and advertisers, but it is going too far to say that the use of special offers is wholly and invariably injurious.

The mistake too often made in using premiums to increase circulation is that of arousing an all-consuming desire on the part of the prospective subscriber to possess one of the premiums, while the newspaper apologizes for its existence and limps into the subscriber's home on crutches. The publisher hopes that as weeks go by his paper will entrench itself in the homes and hearts of the numerous new subscribers added to his list by means of this or that "special offer." This hope proves to be vain in a very large percentage of cases, not necessarily because of the paper's inferiority but because of the terrible handicap it has been placed under. If the premium lives up to the promises of the solicitor and the expectation of the subscriber all may go well (providing, of course, that another premium is forthcoming when the renewal date arrives). But if the premium falls below either promises or expectations, subscriptions are promptly cut off and the paper is given a black eye by its boon companion, the enticing premium.

On the other hand it is conceivable that special offers, especially inexpensive and appropriate premiums, properly conducted contests, or suitable clubbing propositions may be used to the permanent advantage of the newspaper. For example a map of the town or county would be the sort of premium that would help to create prestige for the newspaper instead of detracting from it. For example also, a clubbing proposition with a good agricultural or home periodical should result in strengthening the local paper's influence and in ensuring a satisfactory percentage of "permanents." And for example also, a voting contest or contest of any sort in which agents receive commissions or prizes as a reward for work performed can be so operated as not to detract from the unprejudiced reception which it is desirable the paper should receive.

The essential thing to be remembered is that the paper itself should be featured in every circulation campaign. The thoroughness with which it covers local news, the special features which make it invaluable to its constituency, the public service it renders and all points of a like nature should be given the prominence they deserve. Whether circulation is secured by mail or by personal solicitation and whether special offers are used or not the value of the newspaper itself should play the predominant part in winning new subscribers. This being the case, it goes without saying that the newspaper must possess real value to its readers in order to admit of its being sold on such a basis, and before it can be expected to win permanent circulation. That, in the last analysis, is the acid test. No amount of door-to-door oratory and no unsurpassed generosity in luring the subscriber to "take the paper for a year" will hold circulation if the value is not first put into the paper itself. It frequently happens that a meritorious article has to be first marketed by very aggressive selling methods and the offering of special inducements, but it is an invariable rule that an article without merit will not gain permanent favor no matter how clever the selling scheme nor how successfully it has first been placed in the hands of prospective users. The experience of manufacturers is equally applicable to newspaper publishers. The public does not generally fall over themselves to get their names on the mailing list, no matter how good the paper, and consequently every effort should be made to acquaint them with its merit and induce a first subscription on some reasonable and fair basis. And once on the list, nothing under the sun can hold them but a meritorious publication week in and week out. Putting quality in the newspaper "before the label goes on," is, after all, *the chief essential in permanent circulation building.*

Sell Space to Political Parties and Candidates

A DESPATCH in the daily press says that local representatives of one of the political parties have contracted for all the available bill-board space in a number of towns for the three weeks ending June 21. This looks as though a Dominion election this summer is a possibility. It also indicates that the proprietors of bill boards have no intentions of giving free space to political aspirants and in this they are setting an excellent example for the proprietors of newspapers. If an election is held this summer or whenever it is held the newspaper publishers should not fail to realize the fact that their mediums are a tremendous factor in the success of certain candidates and the defeat of others, and the consequent defeat of one political party and the success of the other. The question each must decide is: "Will the space be given away or will it be sold at advertising rates?" There is no question as to what ought to be done—the course followed by the bill board owners is the only right one. Let the opposing candidates state clearly in paid space in the newspapers their respective platforms, that the public may decide for themselves for whom they shall vote. If an individual newspaper sees fit to support editorially one or other of opposing candidates, that has to do with its editorial policy and not with its advertising department. Paid space in newspapers is a commodity to be sold at so much per agate line or running inch just as bill board space is a commodity to be sold at so much per sheet or board. So long as advertising is not considered "objectionable" by any newspaper that newspaper has a perfect right to sell space to any advertiser willing to pay the rates, but purchase of such space does not entail even the shadow of an influence over the editorial policy of the newspaper.

A profitable field has been opened up in recent years by the advertising of candidates for municipal office. There are equally good reasons for the selling of space to political parties or candidates for parliamentary honors. When the next political election is held every newspaper in Canada should recognize this new field for advertising—one of the outgrowths of modern publicity methods—and should not only *accept* political advertising when offered but should go after it as systematically and vigorously as they would in the case of any other prospective purchaser of space. There is a field here also which should receive the attention of Canadian Press Association. It would not be too much to expect that a large appropriation should be secured from each of the parties, to be expended in crisp, well-written advertisements in newspapers and magazines clear across Canada. Such campaigns would have a tremendous influence in moulding public sentiment and would also render a service in letting the public throughout Canada understand clearly and definitely the platforms of the respective parties.

A Valuable Series for Job Printers

THE FIRST article in this issue should be read very thoroughly by every reader in any way interested in the job printing business. With it commences a new series on the general topic of "Quality and Service—Not Price as the Deciding Factor." The entire series and each article in it touches upon a subject of the most vital interest to job printers. To show how badly education of this kind is needed we quote the following from the largest printing firm in one of Canada's medium-sized cities:

"We acknowledge receipt of your letter in reference to an article on Quality and Service for your magazine.

"We would advise you that it would be possible for us to write such an article as this *but not truthfully, as we cannot quote any instances where Quality and Service secured orders in this town, over Price.* We feel that this is one of the worst cities for cut rate methods and the buyers of printing are educated along the lines of Price first, and it is almost impossible to talk anything else."

Some may say the present is not the time to attempt to educate the public away from the idea that price should receive first consideration, especially where that idea is deeeply rooted as is the case in the city alluded to. We reply that *the present* is never the time for any reform, according to the ideas of many people, but they are the ones who never get anywhere. *The Present* is the ideal time for commencing to work out this badly needed reform in the printing business. If the cost system means anything it means that under its influence better relations should exist between customer and printer and where a thoroughly good cost system is in operation the printer is not making full use of it until he realizes its value as a sales help and as a help in holding customers in the face of lower prices. Then, too, there is the subject of "Quality and Service," but you can read for yourself what Mr. Esdale has to say in this month's article and what other prominent printers have to say of their individual experiences in future issues

Subscribers Not Legally Bound to Pay Up Before Discontinuing

THE FOLLOWING paragraph has been appearing in a few Canadian papers, printed among other statements under the head "Newspaper Law:"

"If any person orders his paper discontinued, he must pay all arrears or the publisher may continue to send it until payment is made and collect the whole amount, whether the paper is taken from the office or not. There can be no legal discontinuance until payment is made."

It would be interesting to know how this grossly erroneous "information" started on its career. So as to set the matter right in the minds of the press of Canada PRINTER AND PUBLISHER appealed to the Post Office Department at Ottawa, and the following quotation is from the letter received in reply:

"Section 59, page 16, of the Official Postal Guide for 1915, would seem to cover the case. This section is as appended:—

"The Department finds that an impression is prevalent among publishers of newspapers throughout the country that when a person has once subscribed for a paper he should continue to be regarded as a subscriber and to be charged for the paper until he has definitely notified the publisher to cease sending it and has paid the subscription price in full for the whole period during which the paper has been sent to him. Postmasters are informed that this impression is erroneous and that the subscription to a newspaper does not involve any such obligation as is suggested."

"From the Post Office standpoint a person ceases to be a subscriber to a newspaper or periodical when he refuses to take it out of the Post Office."

Publishers should exercise care as to information they publish of this character as the Post Office authorities take a serious view of the publishing of wrong information.

Individual Advertising Best

A COMMITTEE of the Canadian Manufacturers' Association is endeavoring to raise money to advertise Made-in-Canada goods. In theory the proposal is excellent but in practice is it really wise? Most Canadian manufacturers take a pride in their products, put their names on them and turn out something that is equal to and in not a few cases superior to anything of the kind produced in the world. On the other hand there are some Canadian manufacturers who unfortunately think their own interests are best served by making the cheapest and most inferior article they can force upon the buying public. They think a slightly better immediate profit is better than building up a reputation for high-grade goods. These experiences and the exposures in connection with inferior qualities supplied to fill war orders show that there are some Canadian manufacturers who ought to be behind the prison bars as the Premier suggests.

Even members of the committee recognize this weakness. Only the other day one of them placed an order amounting to several thousand dollars with a United States firm though the same products are made by another member of the association in a near-by town. The first manufacturer would much prefer to buy Canadian make but he knows from costly experience that his neighbor is too indifferent to take pains and turn out a satisfactory quality.

A general campaign of advertising Made-in-Canada goods would be paid for largely by the firms who are making high-grade goods while the benefit of such a general campaign would be derived chiefly by the men who are trading on Made-in-Canada reputation and producing inferior goods to sell at slightly lower rates.

The committee of the Canadian Manufacturers' Association would be far better occupied and could do more real good for Canadian manufacturers if they were to devote their energies to improving the quality—by moral and other influences—of the goods produced by the scoundrels who would injure the good name of the reputable Canadian manufacturers.

Canadian manufacturers who produce an article of which they are proud, behind which they will stand, should let the public know of it. They should advertise it extensively over their own names and not pay and be sponsors for the firms who have no care for their own or our national reputation. On the other hand the newspapers should, as far as possible, refuse to insert advertising of any but satisfactorily made produces and by their editorial policy make it unprofitable for the chronically disreputable manufacturers to stay in business.

Inconsistent Use of "Made-in-Canada" Thunder

SOME time ago, when the "Made-in-Canada" idea first was promulgated, a suitable button was put out in a certain Canadian city, bearing the above slogan, or something to the same effect. A few people who wore these buttons were inquisitive about how they were made, and were shocked to find on the back, the words "Made in Rochester."

Recently, a Montreal haberdasher made a very attractive window display of gloves. Special attention was called to these by use of a large card bearing the words, "Made in Canada." A young man from the PRINTER AND PUBLISHER office innocently purchased a pair. Inside the gloves appeared this—"Made in Germany."

Our attention has been called to a catalogue, issued by a large Hamilton clothing manufacturer. On the front cover is a large maple leaf, and the words, "Made in Canada." The imprint is that of a Chicago printing concern. The average man will never notice a small inconsistency like this, just as few people noticed that the "Made-in-Canada" buttons were made in Rochester, N.Y., but it surely looks unprincipled. They could hardly expect to get the business of printers, who naturally are on the lookout for things like this. Furthermore, the firm in question is a member of the C.M.A., if we are not mistaken.

Uncertainty Regarding C.P.A. Meeting

NO DECISION has been arrived at yet (April 26) regarding the date and place of this year's annual meeting of Canadian Press Association and it is difficult to make a forecast. As to place of the meeting, it seems not unlikely that Toronto will again get the convention. Winnipeg was spoken of at last year's meeting but the war has altered the aspect of things entirely and for purely business sessions Toronto is the logical centre. If the date set is immediately before or after the big Ad. Clubs Convention at Toronto, and this is also a probability, then Toronto would also be convenient for members who might wish to take in the Ad. Clubs Convention on the same trip. There is one big factor again this year that may upset all prognostications and that is the holding of an election. The Ontario election last year made it necessary to abolish the plans to hold the meeting in Muskoka. This year it is rumored that a Dominion election may be held around the 21st of June and this would make it impossible to hold the C.P.A. meeting immediately prior to the Chicago Convention, which meets June 20-24. It might be practicable, however, to meet on the first two days of the following week, June 28 and 29. But these are all guesses and perhaps this year's C.P.A. meeting will be held later on, after all the other attractions have been safely disposed of. It is hoped to make definite announcement in the next issue.

Metal Prices Up—No Signs of Immediate Drop

Antimony Very Scarce Owing to Big Demand by Ammunition Makers—Best Advice is to Lay in Good Stock of Metals Now—How to Conserve Supply

IT LOOKS as though printers and publishers who have been waiting for a drop in the price of metals are doomed to disappointment, so long as the war lasts. In fact, present indications are that still higher prices will prevail than those at present quoted. This expectation is based on the fact that metal manufacturers are now running on reserve stocks of antimony and if the war continues long this essential ingredient will become practically unobtainable. Even now it is purchasable only in very limited quantities, indicating the all-round reduction in stocks that has taken place. In view of this condition it is little wonder that some metals have advanced 20 per cent. since the war broke and that prices are still climbing upward.

REASONS FOR SCARCITY OF ANTIMONY.

Antimony is used in shrapnel shells and rifle bullets to the extent of from 10 to 12 per cent. and the demands for this metal brought about by the war are already very heavy and still increasing. The sources of supply are England, Belgium, France, Germany, Austria-Hungary, Japan and China. Only a very small quantity is produced in the United States. It follows that with the exception of China and Japan all of the countries in which antimony is produced in large quantities are conserving their supplies for their own use. The embargo placed on antimony by the British Government is almost certain to remain in force while the war lasts. The supplies are none too large in the belligerant countries to cope with the demands for large calibre ammunition and there is a danger that not enough will be forthcoming. Consequently Great Britain is averse to permitting antimony from any country to be shipped anywhere else or for any other purpose than the needs of the allies. Therefore, supplies from China and Japan are not likely to reach the United States or Canada in large quantities. For these reasons the price of antimony has risen to 2½ times the average for 1914 and 3 times the average for 1913. The latest market reports quote antimony at around 25 cents a pound, while the average monthly price last year was 10.50 and the year previous it was 8.52.

TIN SCARCE TOO, BUT RELIEF LOOKED FOR.

Tin, which is also an essential ingredient in all kinds of printers' metals, is also scarce at the present time, but this condition is looked upon as being only temporary. The chief reason is that new regulations restricting the export of metals are being enforced by the British Government and as a result there has been considerable delay in making tin shipments from England, which country is the chief source of supply. There is, however, said to be a great deal more tin in stock than is required and it is hoped that supplies will soon come through more freely. Lack of bottoms for shipping is, of course, a decided hindrance, and will likely continue to be until the end of the war. Some countries that are usually exporters of tin have become buyers of that metal, but it appears that the actual total supply is ample for all demands. Owing to the present scarcity, however, tin for spot delivery is quoted in Toronto at 65 cents a pound, while futures are considerably lower at 50 cents. The average monthly price of tin in 1914 was 35.70.

INGREDIENTS OF STEREOTYPE AND LINOTYPE METALS.

Antimony and tin, the two metals mentioned, are always used in conjunction with a large proportion of lead in the manufactur of printers' metals. The proportions vary somewhat according to the quality of the metal but the following represent an average quality:

Stereotype: Antimony, 12 per cent., tin, 5 per cent., lead, 83 per cent.

Linotype: Antimony, 14 per cent., tin, 4 per cent., lead, 82 per cent.

TORONTO PRICES ON PRINTERS' METALS.

It is difficult to get definite quotations from metal manufacturers except from day to day for immediate delivery. The following quotations were secured April 23, they are f. o. b. Toronto.

Linotype	9-10
Monotype	10½ to 13½
Combination	11
Stereotype	8-11
Typecaster	18

When printers and publishers are placing orders for metals they would be well advised to secure new quotations as the above are subject to change without notice.

From a careful study of present metal market conditions, it is quite evident that printers and publishers cannot expect to purchase their supplies at any lower prices than now prevail, until after the war is ended. Moreover it is quite probable, nay, it is almost certain that the price of antimony will continue to advance if, indeed supplies will be obtained at all. As no one knows when the war will end, and in order to guard against the payment of a very much higher price for all the metals, it would seem to be good business on the part of the users of printers' metals to lay in a fairly large stock at the prevailing market price.

REDUCE TO MINIMUM LOSS THROUGH RE-MELTINGS.

As everyone who has to do with printers' metals is fully aware, the re-melting of used metals and re-casting into ingots entails a certain loss through oxidation, the oxygen of the air readily combining with the metals in the composition to form oxides. The dross skimmed off from the top of the molten metal in the furnace is not all dirt and refuse, but is often mainly composed of the oxides of the several metals entering into the composition. In this way metal deteriorates and has to be "toned up" with tin or other material more costly than the basic price. It follows that the extent of this oxidation depends on the expertness with which the metal is skimmed and it sometimes happens that when metal melting is left to the care of boys without supervision that a very considerable loss results through lack of care in skimming the dirt in such a way as to take as little as possible of the metal.

DRAWING METAL FROM BOTTOM MOST ECONOMICAL.

What was said in reference to skimming the pot of molten metal in order to remove the dirt applied only to the old style pots where the metal is lifted in a ladle from the top of the open pot. The best types of metal melting furnace are those which are equipped for drawing the metal from the bottom through a spout. Thus the dirt need not be skimmed but remains on the top. Of course the pot must be stirred frequently so as to bring the dirt to the top and some furnaces are equipped with an automatic mixer device that thoroughly stirs the metal by rocking back and forth with a handle. With this type of furance the metal drawn from the bottom is absolutely free of dirt, which is a very decided advantage in offices where the best quality of work is a consideration.

The Claims of Weeklies for National Advertising

Why These Claims Have Not Been Recognized—How to Effect a Remedy

By A. R. Alloway

I.—Why Country Weeklies Should Get National Advertising

THERE is one big, outstanding reason why country weeklies should get national advertising. There are other lesser reasons and there are still others which will become apparent when certain evils are remedied, but there is one reason so important that it will always overshadow all the others. *Broadly*, it is the service which the country weekly can render to the national advertiser; *definitely*, it is the facility which the country weekly offers for concentration—the opportunity for "spot" advertising.

DISTRIBUTION THE BIG PROBLEM TO-DAY.

There was a time, perhaps ten years ago, when the problem of distribution was not nearly so acute as it is to-day. Then it was a comparatively simple matter to introduce a new food product, or a new brand of collars or gloves or shoes. Branded articles and package goods were not nearly so numerous as now and merchants received new lines more favorably. It was possible then to place new lines in the hands of dealers all over the country at much less expense and with much less machinery than is required to-day. The *modern* advertising manager frankly admits that his one big problem is that of distribution. Unless goods are for sale in the retail stores of Barrie or Goderich, or Portage la Prairie, for example, any advertising that may be directed at the good people of Barrie or Goderich, or Portage la Prairie, fails utterly in its effectiveness. For this reason national advertising in general magazines and newspapers having general circulations may or may not be effective, depending altogether on the extent to which the article advertised is on sale in the hundreds of localities, widely separated, in which the readers reside. This is not said to disparage the value of magazines and so-called national newspapers. They will always have their own field and country weeklies can never take it from them. The point is that the once successful method of putting new goods on the national market by a blanket campaign over night, as it were, is no longer successful to any thing like the same extent, and the new firms which gain a foothold in the next 10 or 25 years—the great majority of them—will do so by starting in a small way and thoroughly cultivating their territory a few localities at a time. The exceptions will be those which have a distinctly new line to market, which has no serious competition to overcome. The national mediums will still serve old-established advertisers, as well as new ones, as quickly as their distribution problems are solved. The enormous growth of the trade paper business during recent years shows the greater and greater importance that is being attached to getting proper distribution, making sure of the earnest co-operation of dealers in the marketing of goods. The use of weeklies and small dailies having local circulation reduces waste in advertising to a minimum and enables the advertiser to make his publicity campaign keep pace with his facilities for distribution. Country weeklies should be used when a new advertiser enters the national market and should have a place also in every thorough national campaign.

CASHING IN ON MODERN DEVELOPMENT IN RURAL COMMUNITIES.

Another reason which calls for "spot" advertising to-day and which applies to many lines is the fact that local development often uncovers splendid opportunities for increased sales—opportunities which are all too frequently overlooked. For example, if gas or electricity has become available for light, heat and power—and the next few years will see wonderful developments along this line—what a magnificent field is opened up for the sale of scores of articles that are dependent upon gas or electricity! And how pointedly and effectively these fields can be covered by the local mediums in each locality! There is no better way.

Then too, there is the variation in the nature of localities that is responsible for much waste in circulation in the case of some products advertised in general mediums. The West is so different from the East, and the far West and the far East have their individual peculiarities also. The same principle might be carried much farther—individual peculiarities of his own locality will occur to every reader and with them their value as an asset to certain classes of national advertisers. "Spot" advertising can be made to fit in with any plan of distribution that it is desired to adopt and with any set of local conditions that it is necessary to take into consideration. Advertising in the country weeklies means *the maximum of effective circulation*.

THE LARGENESS OF SMALL CIRCULATION.

The above sub-head suggests a paradox and it is intended to do so. The great strength of the country weekly, from the standpoint of the national advertiser, lies not in the largeness, but in the smallness of its circulation. Because of the limited field covered and the certainty with which it can be defined, the country weekly is the ideal medium for the advertiser whose distribution problem is not perfected, or whose product can be sold only in certain localities. And so, apart altogether from the buying power of subscribers, it is quite clear that the concentration in one locality of the subscribers to a country weekly enables the advertiser to concentrate, to distinguish, to *control* his advertising. *It is this possibility of control which is the greatest asset to the country weekly as a medium for the national advertiser.* Advertising authorities are realizing more and more that it is not the total number of subscribers which a medium has to offer that counts for most, but the percentage of those subscribers who may be expected to be prospects for their lines. A large percentage of a small circulation is better than a small percentage of a large circulation.

LINKING UP THE COPY WITH THE LOCAL DEALER.

Buyers of advertising space are interested in results. That goes without saying. In getting the maximum of results the value of "dealer co-operation" must not be overlooked indeed it has become one of the most potent factors in the success of a campaign. Many a good article has been well advertised by the use of splendid copy in very excellent mediums, but has failed to gain a foothold because dealers did not display it nor talk it up to their customers. Hence the need for using what is known as "dealer advertising" in good trade papers. Hence also the value of acquainting the local dealers with what is being done in the way of general advertising through the magazines and newspapers. Most sales managers fully recognize the value of co-operating with the dealer in every possible way and it is a very customary plan to make sure that every dealer is aware of any general advertising that is being placed by sending him a complete copy sheet. If this is a good plan, and it undoubtedly is, then how much more effective it could

Editor's Note

At the present time the magazines and the metropolitan newspapers are carrying the bulk of the national advertising. This appears to be the established custom. But in the face of it country publishers in all parts of Canada have an instinctive feeling that their mediums have not received due recognition in the past and a movement is now on foot, through the Weekly Section of Canadian Press Association, to bring about a change. The application of "What?" and "How?" to the problem is therefore very timely. The writer of this article endeavors to show wherein the country weekly as a class of media should appeal to the national advertiser and also why it does not. Numerous suggestions are made, some of which can be adopted by individual newspapers, while the hope is expressed that others will be useful to those who are authorized by the Weekly Section of the C.P.A. to find and apply an effectual remedy for present conditions. Much that is said applies to small city dailies whose circulations are largely local. Local papers can make a particularly strong appeal for national advertising of goods sold through local dealers and it is mainly this class of business that the writer has in mind.

be made by running a series of advertisements in the local paper in the dealers home town, placing the name of the local dealer or dealers below each advertisement. M. J. Hutchinson, formerly advertising manager of the Regina *Leader*, now business manager of Edmonton *Bulletin*, who has done considerable investigating along this line, was quoted some time ago in PRINTER AND PUBLISHER to the effect that it had sometimes happened that national advertising had been offered the *Leader* when not a single store in Regina was in a position to supply the goods advertised. This further emphasizes the point that distribution to dealers and local advertising must go hand in hand. When one proceeds the other efficiency is reduced. Efficiency is also reduced when advertising does not bear local dealers' names. This is especially true in the case of a new product being placed on the market. But whether the product be in the introductory stages or not no mistake can be made that the maximum of efficiency—the highest degree of *intensive* advertising can be secured only by using space in local newspapers and placing below each advertisement the name or names of local dealers from whom the goods advertised may be purchased. This also gives the local publisher and the local merchant a chance to work together. The local publisher knows exactly what is being aimed at by his advertiser, and if necessary, can advise him if the goods are not on sale in the stores whose names appear in the advertisement. The merchants can arrange window displays and in other ways push the sale of goods that are receiving good publicity through the local press.

USING COUNTRY PRESS TO REACH FARMERS.

All that has been said thus far has a special significance at the present time. It is an admitted fact that farmers as a class are definitely benefited as a result of the war, and this year they are straining every effort to cope with the exceptional demands for farm produce that has been thrust upon them. Increased production and higher prices mean increased profits and increased prosperity for the entire agricultural population of Canada, a condition that will, of course, be reflected in the cities as well.

For this reason, the arguments in favor of using the country press come home to the national advertiser with special force. The term "country weekly" is no longer a term of reproach (it has been so regarded in some quarters), but is rather an asset to be used in drawing business. And it is a fact that the circulation which the country weeklies of Canada have to offer is at the present time especially valuable because it covers the class of people who have ready money to spend. No longer are farmers and their families content to get along as they once were, with as few conveniences as possible, but now the farmer or some member of his family is a good prospect for almost any article that can be sold to city people and many more besides. This is another reason for national advertisers using space in the country weeklies just at this time.

THE HIGH PERSONAL REGARD FOR THE LOCAL HOME PAPER.

There is no question but that the first-class country weekly holds a high place in the hearts of its readers. Its columns are more thoroughly read than the columns of most general publications. A big United States corporation using magazines and big dailies decided to use a few country weeklies for a tryout. All the advertisements of this firm were keyed. To their surprise they received an enquiry from a railroad magnate whose headquarters were in Chicago and whose letter showed that he had noticed the advertisement in a small Michigan weekly. The paper was published in the old home town of the man who had come up from the ranks to a high position and though he undoubtedly read the Chicago newspapers and some magazines in which the same line had been widely advertised, it was proven that the little country weekly was the medium that influenced him to take action. He had been a subscriber and faithful reader during all the years he had been absent from the village where he spent the days of his boyhood and young manhood. This is an exceptional case, but it goes to show that the pages of the country weekly are thoroughly read and advertisements appearing therein receive an unusual degree of respect and consideration from readers.

II.—Why Country Weeklies Do Not Get National Advertising

Accepting as sound all the foregoing arguments in favor of using the country press as a medium for national advertising, [illegible] we come down to the very crux of the whole subject. It follows that there must be a number of [illegible] reasons why the country press has not been getting its [illegible] of national advertising. Ask country publishers [illegible] some to state the reasons and you will receive a variety of answers. Some are thoroughly convinced that the agencies are [illegible] lines work up a case against the mail order, or low postage rates on second class matter, or against the magazines. These and other factors may be contributory causes, but I believe these publishers strike at the very root of the problem who frankly and honestly admit that the chief blame rests upon the country publishers themselves, individually and as a class. I shall endeavor to state, in the order of their importance, a number of reasons or obstructions that have in the past prevented national advertising from finding its way into the columns of country weeklies, except to a very limited extent.

1. BECAUSE OF THE DEARTH OF INFORMATION ABOUT COUNTRY WEEKLIES AND THEIR FIELDS

The country weeklies have not taken the trouble to make themselves known. It is true that there are exceptions here and there where really good publicity methods have been applied, but such exceptions are few and far between. If the country weeklies have something to sell to national advertisers that is worth the cost, then it is worth telling about. This involves a great deal more than at first appears. The cautious national advertiser today wants to know more than merely where the paper is published and how many subscribers it has. He wants to know, though he may not actually demand it, how many subscribers are farmers, how many are in the place of publication and how many outside the "natural territory" and then a mass of information about the subscribers themselves. For examples, the country publisher who secures his share of the very considerable amount of national advertising that I am convinced the future will see placed in that class of media, will be able to give facts about his subscribers which will indicate their *purchasing power*. This may be done by giving statistics as to the number who own farms, number owning houses, number of householders, number of automobile owners, number owning pianos and so on. Information will be required also, or at any rate appreciated, in regard to the community itself. Some of the facts that should be gathered and disseminated by individual country publishers are the bank clearings, amount of savings on deposit, value of assessable property, number of churches, schools, financial institutions, etc. Country publishers should have no hesitation in going to considerable lengths in securing this sort of information. If properly analyzed and presented in attractive form, it will not only be read by prospective users of their space but it will create a very decided impression in their favor.

2. BECAUSE OF THE EXPENSE AND WORK INVOLVED IN PLACING A CAMPAIGN IN THE COUNTRY WEEKLIES.

Supposing a national advertiser wishes to place a campaign in the local papers (weeklies and small dailies) of British Columbia. In addition to lacking the detailed information regarding media and fields, there is the added difficulty of reaching quickly and easily the 60 or 70 local papers in that province. If he is using papers in other provinces also the burden is just that much increased. But for British Columbia alone an advertiser must make out about 65 different contracts, instructions, and pieces of copy. He must check 65 papers, carry on correspondence with 65 papers, and make payments to 65 papers. That is just one province.

Is it any wonder that the advertiser, especially if he is placing his business direct, generally takes the easiest way and spends his entire appropriation in the magazines and big dailies? Is it any wonder that agencies show a preference for the media with the big circulations and incidentally with the higher advertising rates, thus lessening the expense of placing business and increasing their profit on the handling of their clients' account? Of course, if campaigns are extended to include the country press, the expenditures of hundreds of national advertisers would be greatly increased and in the end the agencies would benefit accordingly. There is no doubt, however, that the expense and work involved in placing a campaign constitutes one of the chiefest obstructions in the way of getting national advertising in the country weeklies. There is a way out, however, that I believe is thoroughly practicable it is being seriously considered in Kansas and also in Colorado- and I will speak of it more particularly in dealing with the remedy for the present situation.

3. BECAUSE OF THE WIDE VARIATIONS IN RATES

This objection is one that is being gradually corrected, but there is still a great deal to be desired. Certainly any revision of rates should be in a slightly upward direction, in many cases decidedly *upward*. The chief fault seems to lie in the awful lack of uniformity that exists at the present time. There may be local conditions and there are methods of securing and holding circulation which should receive consideration, but what sort of an impression, think you, does it produce in the advertiser's mind when six papers, all claiming 1,000 circulation, quote various rates ranging from 2 to 12 cents an inch? Is it any wonder the most of the few national advertisers who have in the past used

country weeklies simply adopt the plan of buying as cheaply as they can without attempting to reconcile rates and circulations? Added to this is the lack of uniformity in the provisions of rate cards, that is, with regard to space required to be used, classification of positions, etc.

But perhaps the most serious phase of this difficulty is the frequency with which rates are broken. Some of the biggest users of space in country weeklies make it a practice to beat down the publishers' rates as low as possible. The sad thing is that the publisher too often allows them to do it. After all, you can hardly blame the advertiser as much as the publisher. However, these are evils which must be remedied by individual newspapers before they can hope to win the respect *and the copy* of the best class of national advertisers.

4. BECAUSE OF THE SUPERIOR SERVICE OF MAGAZINES AND DAILIES.

On this page is shown an illustration of what the magazines think it worth while to do in the matter of editorial co-operation.



A commendable example of editorial co-operation, as given by the magazines. Page from Canadian Home Journal, Toronto.

I ask you to study the editorial and advertising matter closely for it is an excellent example of legitimate co-operation between advertising and editorial departments and not merely a "sop" to get the advertiser to use space in the paper. The editorial matter is well written and the subject is one that may be expected to appeal to readers of this particular paper, which is a magazine for women and the home. The article tells of correct methods for putting in the flowers and vegetable garden, written in a way to particularly interest women readers. It is a most excellent article for this publication and deserves a place in its pages apart altogether from advertising considerations, which should be the sole test for all editorial matter in any paper. The co-operation really occurs in placing the several appropriate advertisements on the same page with the article, thus classifying all the information contained in either news or advertisements with regard to this particular subject. Numerous instances might be cited of similar co-operation by this and other magazines. This is real service to readers, for it enables them to read the publication intelligently and readily. And where service to readers is given consideration, service to advertisers is sure to follow naturally.

This is only one way in which magazines and metropolitan newspapers give superior service. There is also the matter of service in the preparation of copy that is given either free or for a certain charge by many prominent mediums. There is too the matter of service in respect to giving an expert study of the client's sales or distribution problems and there is the handling of business through special representatives in all the large centres where national advertising originates.

It may be neither profitable nor desirable to imitate the magazines and big newspapers in these respects, but certainly there is room for great improvement in the matter of the service which country weeklies have to offer advertisers.

III.—What Are the Remedies?

The Weekly Section of Canadian Press Association, of which E. Roy Sayles, of Port Elgin *Times*, is chairman, has in hand the matter of devising and applying ways and means of securing more national advertising for the country weeklies. A fund has been guaranteed by securing the co-operation of 100 or more weekly publishers who are members of the Association. A very wise move has been made in engaging John C. Kirkwood, publicity counsel, of Toronto, to conduct the campaign, and it will undoubtedly be productive of good results for the papers co-operating and to a certain extent for others also by reason of the more favorable attitude that will be created in the minds of advertisers and agents toward the weekly press of Canada as a whole. If any of the suggestions which follow prove of value to Mr. Kirkwood and the newspapers he will represent in a particular way, I shall be happy. At the same time I sincerely hope that benefit will be derived by individual newspapers, whether or not they are participating in the co-operative plan instituted by the Weekly Section of Canadian Press Association.

GATHER, CLASSIFY, ANALYZE AND DISSEMINATE INFORMATION.

This sounds like quite a big order, but it represents one of the greatest needs and overcomes one of the greatest objections in the way of securing national advertising for the country weeklies. This work, as already suggested, must be done largely by individual publishers. At the same time, a very great degree of co operation and most helpful supervision will no doubt be forthcoming from Mr. Kirkwood, for those papers that are working together. The value and importance of securing and distributing information of all sorts about the medium and the field it covers is of the utmost importance and the carrying out of this plan in a definite and systematic manner will go a long way toward putting the country weeklies in their rightful place in the national advertising arena.

CIRCULATION STATEMENTS AND ADVERTISING RATES.

Another great need of the country press is the use of printed rate cards and adhering strictly to the schedule of rates decided upon. This also is an individual matter, though the C.P.A. have recommended certain rates for papers of different circulations. Lorne Eedy, of St. Mary's *Journal*, advocates the use of sworn statements of circulation, brought up to date every six months, and placed before the agencies, and national advertisers who should be interested. This is good. There is no good reason why country newspapers should not give as full details aobut their circulations and *be prepared to swear to them* as do the magazines and metropolitan dailies. I believe if the country press of Canada become thoroughly imbued with the thought that they have a right to ask for national advertising and then determine to go out and get it this reform will follow very quickly as a matter of course.

GETTING CO-OPERATION OF LOCAL DEALERS.

Another most excellent suggestion, for which we are also indebted to Mr. Eedy, is that the co-operation of local dealers be secured wherever possible. Mr. Eedy has found this successful in the case of his own paper and makes the point that it would certainly wield a tremendous influence if a great many weekly newspapers were to work in concert in this direction. For example, suppose it is desired to secure the business of a certain manufacturer of stoves and ranges. The appeal of a single newspaper or even of several would have little or no effect, but if 75 or 100 newspapers were to make it a point to interview their local hardware dealers about the advertising of the line of stoves and ranges concerned, and those hardware merchants were shown conclusively that it would boost their sales to have the line advertised in their local paper, preferably over their names as dealers, there would be little difficulty in inducing them to write to the firm in question and urge such advertising, as well as talking up the idea

with the firm's travelling representatives. What a tremendous influence that would have with the manufacturers! It would be practically certain that a special campaign would be planned for the country weeklies or at least that they would be included in any appropriation the firm might make.

The interests of the local publisher and the interests of the local retailer are wrapped up together. No publisher of a country weekly should under-estimate the value of the assistance which every one of his local retailers can give him in securing national advertising.

PLACE BUSINESS THROUGH CENTRAL BUREAU.

As I have already indicated, one of the worst handicaps in the way of placing advertising in country weeklies is their inaccessibility. Even the big dailies, which are much better known and are much better represented by the advertising agencies, find it good business to have their own special representatives right on the ground in the principal advertising centres. And yet the country weeklies, either individually or as a class, have none.

What is needed is not an advertising agency which will specialize on the country press, though that would be good and perhaps such institutions will be a part of the future development that is to take place. What is required is some one to whom the agencies and to whom the advertisers may go for information about any class of country weeklies or the country weeklies in a particular field.

Suppose an advertiser wants to reach the papers in Bruce County. What papers are in that county, or how many, or anything about them that might be desired, would be readily supplied by this central office. Further, this central office would not only advertise the country press in this way, *but it would definitely ask for business, and would be in a position to accept same.* It would require only one contract, only one letter, only one package of copy or plates, and only one cheque, to handle a really worthwhile campaign in the country weeklies of Canada.

Or again, supposing that a new firm is marketing their product and advertising it as quickly as they can secure distribution through dealers, what a source of real service such a bureau would be to them, by placing their copy as they received advice that goods were on sale in certain communities. This would be following a safe and sane plane of marketing their product instead of spending large sums in general mediums before their goods are on sale throughout the country.

Such a plan as this would remove altogether the objection that now exists that it is *exceedingly difficult* to reach the country weeklies, because it would make it *exceedingly easy.*

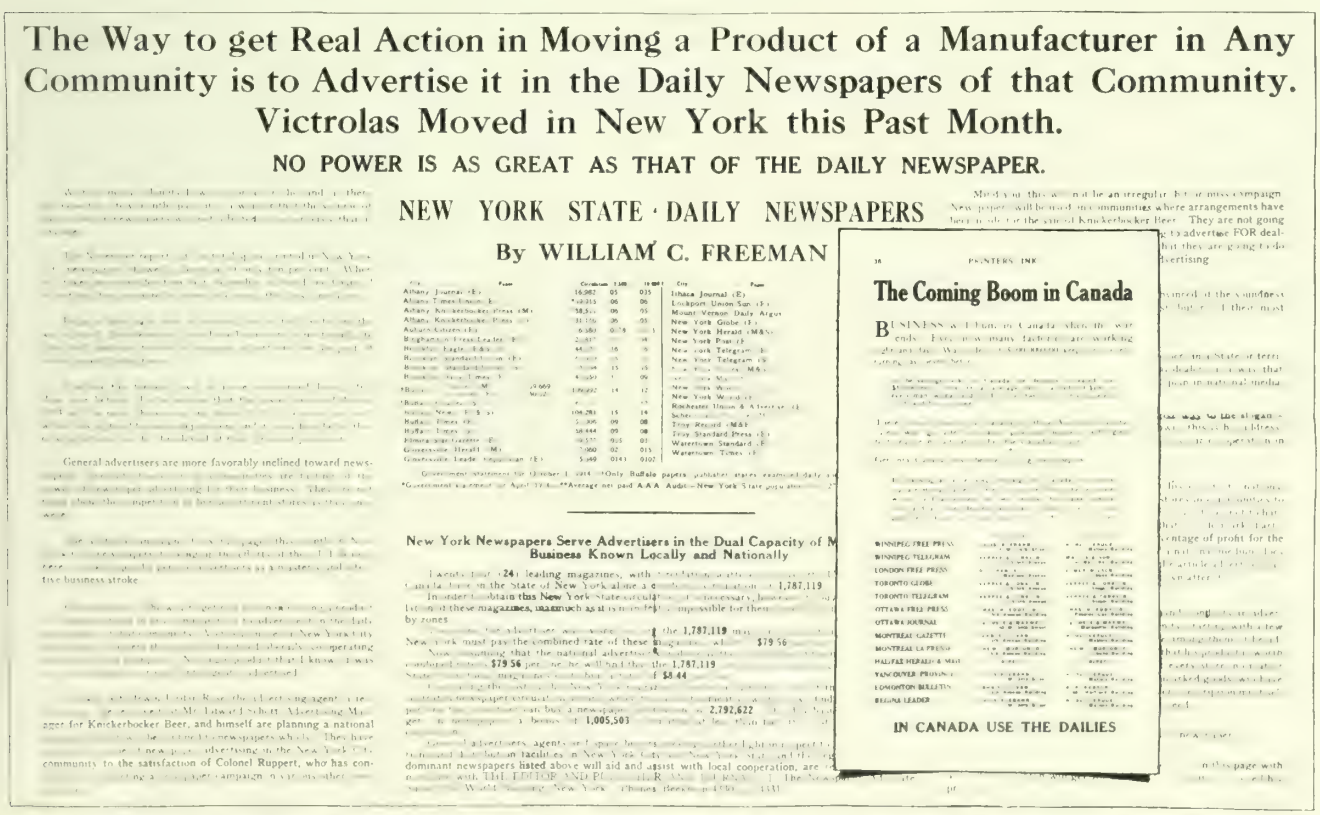
The organization might be so controlled and the cost so arranged that each newspaper would pay in proportion to the business actually secured, except, perhaps, for a nominal membership fee. The expense of conducting this bureau would be more than offset by the greater volume of business that would come to the country weeklies.

This organization should not in any way conflict with the advertising agencies, but would co-operate with them in creating new accounts and make it much easier for them to do business with the country press. In some cases, where contracts were secured direct from the advertiser, some service might be rendered such as is offered by the magazines and large newspapers, but the bureau would throughout *represent* the country press and *not become an agency* acting as a neutral between the advertiser and the mediums in which it is decided his advertising shall appear.

This is a plan which has been given some consideration in the United States and I believe progress has been made in both the States of Kansas and Colorado. I believe it is a thoroughly practicable plan and one which should be put into operation, if the fullest advantage is to be reaped from the seed that will be sown by Mr. Kirkwood and by individual publishers in making known the real value of the country press to the national advertiser.

CO-OPERATIVE OR "COLLECTIVE" ADVERTISING

Everywhere the spirit of co-operation, as this relates to advertising, is manifesting itself in a very remarkable manner and to a very remarkable degree. In *Printers' Ink,* for example, 13 publishers of Canadian daily newspapers have united to publish a co-operative advertisement whose main purpose is to "sell" Canada as a worth-while field for the American manufacturer. Thirty-three New York State newspapers published co-operative advertising in double page space in *The Editor, Publisher and Journalist,* New York, on several occasions recently. These and similar advertisements featuring 51 co-operating New England papers were prepared by William Freeman, who addressed the Newspaper Section at the A.A.C.W. Convention at Toronto last June. Recently five religious papers published in Toronto co-operated in having prepared a series of advertisements whose theme was the value of the religious press as advertising media. Last year at the big A.A.C.W. Convention publishers of farm papers formed themselves into an association to promote their particular objects. In Toronto about a score of retail grocers and a number of laundrymen are carrying on co-operative advertising campaigns. A co-operative advertising campaign by Canadian life assurance companies is a possibility, this being an idea that has already been developed and put in operation in the United States by a number of American companies. Many other examples of co-operative advertising could be cited. The idea is comparatively new but has made remarkable headway because it is a plan that has real merit. *If it is prac-*


The Way to get Real Action in Moving a Product of a Manufacturer in Any Community is to Advertise it in the Daily Newspapers of that Community. Victrolas Moved in New York this Past Month.

NO POWER IS AS GREAT AS THAT OF THE DAILY NEWSPAPER.

NEW YORK STATE · DAILY NEWSPAPERS

By WILLIAM C. FREEMAN

New York Newspapers Serve Advertisers in the Dual Capacity of M... Business Known Locally and Nationally

The Coming Boom in Canada

IN CANADA USE THE DAILIES

A double-page spread from "Editor and Publisher," New York, showing how newspapers of New York State co-operate in advertising. The inset shows what a few prominent Canadian daily papers are doing along the same line as "Printers' Ink."

feasible and profitable for the many and varied interests mentioned else not for the country press of Canada?

A GOOD PROPOSITION FOR DISTRICT PRESS ASSOCIATIONS.

It seems to me that it would be quite feasible to work out this idea through the district press associations already formed. In Ontario, for instance, where the district association idea is most highly developed, it is usually the case that each association represents a county or a group of counties having much in common. The papers in each association might very well co-operate to give wide publicity to the general advantages of the field they cover jointly, listing below each advertisement the names of all the papers co-operating in the advertising, together with circulations and rates if desired. The inauguration of advertising of this character would further serve to simplify the problem of placing advertising in the country press. It might also be expected that such advertising would ensure certain districts being included where it was proposed to use "spot" advertising in conjunction with a plan of concentrating on securing dealer-representation in certain territories.

The institution of a number of special campaigns of this nature would not replace or interfere with the general plan of the Weekly Section of the C.P.A. Rather, it would supplement and strengthen it and would enable the individual papers and groups of papers in certain communities to "cash in" on the benefits accruing from the general campaign which Mr. Kirkwood will direct.

TIMELY AND APPROPRIATE EDITORIAL FEATURES.

As I have already suggested, one of the weak spots in the average country weekly is the very small attention that is given to editorial features that may serve to co-operate with advertisers. A good many suggestions have been made along this line from month to month in PRINTER AND PUBLISHER, and although most of them have been given a purely local application, there is no reason why such co-operation should stop there. For example, if an article on gardening or housecleaning or painting—an article that renders a real service to the paper's readers—is published, why not secure business from paint manufacturers, seed houses, and a variety of firms to whom housecleaning should mean increased sales?

I suppose the extent to which Mr. Kirkwood will be able to go in espousing the cause of the country weekly, will depend altogether on the number of papers which will co-operate and the amount of money available. But it seems to me it would be a splendid thing if the papers co-operating could go to the extent of having a series of articles prepared that would be original, informative and timely, and which from week to week would give the sort of editorial co-operation that is depicted in the reproduction of the magazine page herewith. Perhaps this plan would be the better worked out by the bureau suggested for getting business from advertisers and agents because whoever was in charge of that could then go direct to the firms who would be interested and show them what was being done and get their business for a group of papers. Perhaps even in some cases an entire page might be made up and plates sent to the paper co-operating.

* * *

Here, then, is my answer to the question "How can the country press of Canada secure its fair share of national advertising?" No attempt has been made to exhaust the subject but only to point out the main reasons why national advertising should be placed in the country press, what it is not, and how the present conditions can be remedied. From the standpoint of the national advertiser the country press is rightly regarded as a FINE CLASS OF MEDIA, which he will or will not use. The country press must so regard itself. Individual reforms are many and are badly needed, but in addition to these, the country press, as a big business organization, must "sell" itself to the space buyers of Canada and the United States. Hence the great value to be derived by country weeklies working in co-operation in every possible way, as suggested throughout this article.

"Cash Bargain Day" Instead of Dollar Day

Bridgeburg, Ont., March 29, 1915.

PRINTER AND PUBLISHER:

You will be interested to hear that the bargain day which was held in Bridgeburg on Saturday last was a success in every sense of the word. It was called a "Cash Bargain Day" though the writer tried to have all the merchants agree to call it a "Dollar Day," but some objected and the other name was the compromise. In getting the idea started the writer followed the outline given in PRINTER AND PUBLISHER as far as possible and might say that that journal was found invaluable for reference.

CREATED ORDERS FOR JOB PRINTING.

In addition to liberal display spaces in The Bridgeburg *Review*, local advertising was used, there being 1199, to be exact, pieces of mail matter sent out. In every case the circular is a reprint of a newspaper advertisement. We got a dollar a thousand for these reprints, and as most of them could be run on a gordon three or four at a time, you can see that there is good profit at that price, especially as the stock used, in the majority of cases, was scrap.

MERCHANTS WELL PLEASED.

"I would be quite safe in saying that my business on Saturday was at least 10 times what it has been any Saturday recently," was what one merchant said after the day's business was complete. Three others said they had done four times more than the ordinary Saturday. One other said he did at least three times as much in cash besides a good credit business. Another said it was the largest day's business in the history of his store, and he has the largest store in town, has been here seven or eight years, and has run several very successful sales.

There were 18 out of a possible 23 or 24 merchants co-operated. Retail business here, especially in the dry goods and similar lines, was in a lethargic condition. We are in the shadow of a great city, Buffalo, and consequently the retail business at best, is not nearly what it would be in a town the same size farther inland. All the merchants whom the writer saw to-day admitted that "it stirred things up" and the writer feels it has demonstrated what energetic advertising would do.

In closing, the writer feels that we should thank PRINTER AND PUBLISHER for giving us the idea and also for guidance in arranging the details. PRINTER AND PUBLISHER, the writer believes, is an indispensable institution of the Canadian newspaper office, especially the small weekly.

J. Geo. Johnston, The Bridgeburg Review.

Right Price for Voters' List and Financial Statements

Englehart, Ont., March 26, 1915.

PRINTER AND PUBLISHER:

What price would you advise for Voters' Lists and Financial Statements, set 7 inch pages, 26½ ems measure, good book paper used, covers and all completed, for 1, 2 and 3 hundred lots?

Courier Printing Co.,

Toronto, March 30, 1915.

Courier Printing Co.,
Englehart, Ont.

Re price for Voters' List and Financial Statement, we would recommend the use of the Average Cost Price List of Small Job Work, issued by the Canadian Press Association, for arriving at a correct selling price on these jobs. We would suggest that you merely take the cost per page which fits your specifications and add thereto a profit of 25%.

With regard to Voters' Lists the C. P. A. booklet suggests the following standards which, from the information you have given, we believe would fit your requirements; trimmed size of book 5⅞" x 8½"; size of type page 25 ems by 40 ems; type 10 point or 8 point; rules in heading only; inside stock, 40 lb. 5 cent book; cover stock 35 lb. 7 cent. cover. On 200 copies, which is the quantity most generally called for, the average cost price given in the list (which is based on conditions in plants in villages, towns and small cities of eastern Canada) is as follows: If there are an average of 25 lines and box heading to page, $1.16 per page; for an average of 25 lines and box heading to page, $1.30 per page; for an average of 30 lines and box heading to page, $1.44 per page; for an average of 35 lines and box heading to page, $1.58 per page; for an average of 40 lines and box heading to page, $1.72 per page. Cover should be counted as two pages. If 300 copies are required, add 10 cents per page to any of the prices given to cover cost of extra hundred. If only 100 copies are required deduct 10 cents per page from any of the prices given.

On the above basis, figuring on a list 16 pages and cover, an average of 40 lines and box heading to page, the cost price would be for the 18 pages, $30.96. To this should be added a profit of 25 per cent., bringing the selling price up to $38.20.

On Financial Statement work, the C.P.A. list recommends the following standards: trimmed size of page 5½" x 8½"; size of type page 24 ems by 40 ems; type, 10 point, stock 40 lb., 5 cent book. For 200 copies, the cost price on this work is $1.79 per page with 10 cents extra for an extra hundred copies and 10c less if only 100 are required. Please bear in mind this is the cost price also add 25% profit should be added thereto.

We have pleasure in enclosing herewith one of the C. P. A. lists and would recommend its use on all classes of job work. Of course, the ideal is to have a proper cost system in your own plant and find out exactly what your own costs are and then you will have no difficulty in knowing what to charge and you will know also exactly what profit you are making on every job.

PRINTER AND PUBLISHER.

Weeklies to Put Case to National Advertisers

J. C. Kirkwood to Direct Unique Publicity Campaign—Over 100 Papers Co-operating—Weekly Section of C.P.A. Behind Movement

OVER A HUNDRED publishers of weekly newspapers in Canada have signed contracts to contribute to a special fund to carry on a campaign of self-advertising with the object of securing more foreign advertising. The campaign will begin immediately, and will be under the direction of J. C. Kirkwood, the well-known Publicity Counsel of Toronto.

Each co-operating publisher has pledged himself to contribute $1 a month for a year. The work of lining up other publishers is still going on, and the prospects are that the present list of one hundred will be doubled in the course of the next few weeks.

NATURE OF PROPOSED CAMPAIGN.

The intention is to issue at monthly intervals, a diminutive four page newspaper which will be the voice of the weekly publishers. This will be mailed to an extensive list of advertisers and agencies in Canada, United States, and Great Britain. The contents of this publication will be facts, news, statistics, arguments, and special studies relating to the associated publications collectively and individually, and to the fields served by them.

Very comprehensive and searching plans of investigation have been formulated, all designed to secure information of value to advertisers, and to emphasize the importance of using weekly newspapers in all campaigns in which visible and substantial results are desired. For example the purchasing power of individual communities will be investigated, and the possible and probable market for stated products or merchandise indicated—such lines as Victrola and pianos, motor-cars, hot-water heating, equipments, electrical appliances, paint, windmills, gasoline engines, store foods, building supplies, etc., etc. Conditions differ in different parts of the country. British Columbia may provide a food market for a community that is not likely to sell in Nova Scotia. Northern Ontario may have needs not felt by the older portions of Ontario. Western Ontario, with its highly developed hydro-electric system, offers an opportunity to makers of vacuum cleaners, washing machines, motors, electric irons, not presented by other sections of the province. The prairie provinces call for special types of agriculture machinery. Thus it will be seen that much pertinent and essential knowledge as this, relating to communities and to advertising, and which is not now available, can be furnished by local publishers. It is a fair inference that when information of a specific nature is supplied to advertisers and agencies, it will be a determining factor in the planning of campaigns and in the selection of media.

HISTORY OF THE MOVEMENT.

That a campaign of self-advertising, such as that outlined above, has long been desirable, will be denied by none who are students of Canadian advertising. The weeklies of late years have been quite eclipsed by the dailies, and class papers, and, speaking broadly, their columns have been sadly destitute of the best class of national and general advertising. Some weeklies, it is true, have been getting a very fair amount of foreign advertising, and in almost every case of this sort, the explanation of their use is found in the aggressiveness of the publisher in the direction of the solicitation of business. A live aggressiveness accounts for the success of all other classes of media—dailies, farm papers, illustrated weeklies, and magazines. These publications, by reason of their larger fields, higher rates, and practical necessities, have been more diligent in the pursuit of general advertising then the weekly newspapers have, and as a consequence, have obtained much business that the weeklies, as a class, have not been getting.

Convinced that their medium should be used by many general advertisers, and advertisers whose logical customers are farmers, weekly publishers have for several years been considering the problem of how the claims of the weekly newspaper could be presented effectively, the solution lay in a co-operative effort of some sort, but just what form this effort should take, and how the money required could be raised were conundrums.

STARTED FOUR YEARS AGO.

The first practical steps by weekly publishers in a movement designed to "sell" the weeklies to foreign advertisers, were taken four years ago at the Anuual Meeting of The Canadian Press Association at Ottawa. Then and there E. Roy Sayles, publisher of the Port Elgin *Times*, gave the idea a big push forward, and had the active support of publishers of both the large and small weeklies. Later, when W. A. Fry of the Dunnville *Chronicle*, was elected to the chairmanship of the Weekly section, a meeting with his executive on press day, at Toronto Exhibition, he consulted with J. G. Kirkwood, and the result was the submission of a plan of procedure which received the approval of the Weekly section at the Annual Meeting of the C. P. A. in Toronto last year. The selection of E. Roy Sayles as chairman of the Weekly section for the current year was undoubtedly the tribute of his fellow-publishers to his steadfast zeal in their joint cause. Mr. Sayles has justified the trust imposed in him by bringing to fruitition the seeds planted by him at Ottawa in 1911.

WEEKLIES A NECESSITY.

One hears from time to time the opinion expressed that the day of the weeklies has passed, their field being usurped by the dailies. Nothing could be farther from the truth and facts. While it is true that the dailies are multiplying and extending the scope of their circulation, it is equally true that the robust weeklies are adding to their strength, influence and circulation. In the communities where they flourish, they are a necessity, and where they have languished, and where they may be negligible factors in the life and affairs of the community they profess to serve, it will usually be found that their status is directly related to the personality of their publishers—this and lack of aggressiveness, and to meagreness of population. But there can be no doubt as to the favor and influence a well-edited, well-published weekly newspaper enjoys in its own field.
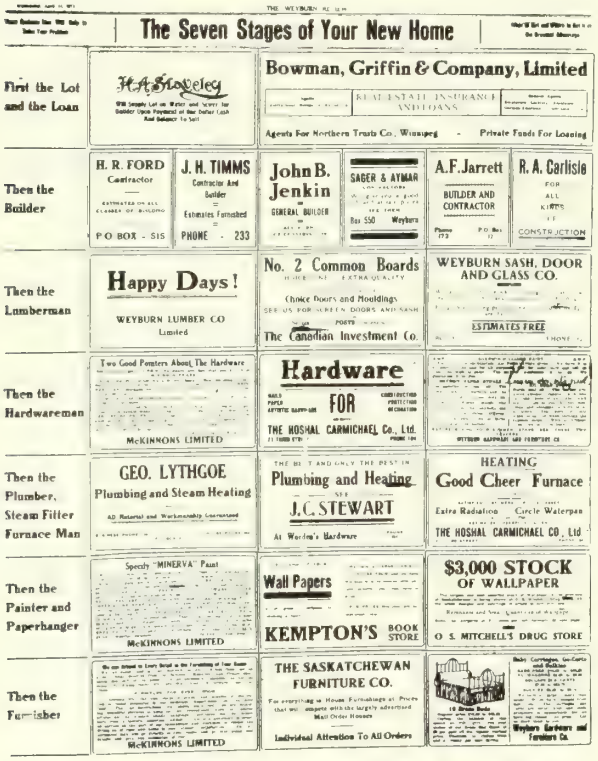
Publishers of weekly newspapers in Canada are fairly alive to the dominant place their mediums hold in the local field, and it is a keen sense of the value of their publications as advertising mediums for the foreign advertiser that has united them in the co-operative enterprise outlined above.

The progress of the campaign for the securing of more foreign advertising will be watched with very close attention by all classes of publishers, and PRINTER AND PUBLISHER believes that it voices the sentiments of the publishers of dailies, magazines, and class papers when it wishes the publishers of weekly newspapers all the success that their faith, courage, and energy merit.

WAYS OF OTHER PUBLISHERS

How to Get a Page of Building Ads

WEYBURN (Sask.) *Review* has shown other publishers a splendid way to induce advertisers to co-operate in getting up a building page and in doing so give to co-operating advertisers and readers a real service. "A building page" is really too confined a term for the 23 advertisements shown on the page reproduced herewith, for they cover systematically every stage of the new home from



A Good Idea Secured This Entire Page of Advertising.

the purchase of the lot and the planning of the house to the complete furnishing. Similar pages have appeared in other papers, but the idea of the side indexing and placing in proper order as has been done by Weyburn *Review* is a variation of the idea that is worthy of emulation. It looks like a ready space-seller. Does it appeal to you? Then sell it to your local prospects.

Halifax Paper Gave Away Books

JUST within the main entrance of the *Chronicle* Building in Halifax, the visitor is attracted by a most interesting-looking bookstall. It is not a very large affair, consisting of a narrow counter, several shelves, and a sign-board with the inscription, "The Echo Library," placed above it. A young lady is in charge and on the shelves are ranged a lot of brightly-bound books, placed in neat rows.

The library is run in conjunction with the *Daily Echo*, which is the afternoon edition of the Halifax *Daily Chronicle*. Each issue of the *Echo* contains a coupon and for thirty coupons, the publishers of the *Echo* offer to give any book contained in the Library. Thus, people who read the paper regularly for a month are entitled to a book as a premium.

The scheme has been most successful. An average of 65 books are given out every day and the time of the attendant is taken up entirely by the service. The books, which are mainly shilling volumes, are purchased by the wholesale, so that the cost to the paper is not excessive.

Note.—Since the above was written word has been received that the library has been discontinued for the present, owing to the exceptional interest occasioned by the war, which has given a big boom to circulation. The results obtained from the library are reported as very satisfactory, however, and it will likely be started again at some future time.

Country Weekly Issues Detailed Statement

ONE OF the most concise and comprehensive pieces of publicity emanating from a country weekly comes to hand from the *East Elgin Reformer*, Aylmer, Ont., William Powell, editor and publisher. The detailed statement, for such it is, sets forth the number of subscribers in the town of Aylmer and rural routes going out from there, the number going to each of four other districts in East Elgin, the total East Elgin and the total to outside points. The figures are illuminative:

South Dorchester	297
Yarmouth	210
Malahide	338
Bayham	172
Aylmer	327
Total for East Elgin	1344
Other points	178
Less for exchanges, etc.	47
Paid up subscribers	1475

A comparison is made with the circulation four years ago, which goes back to the time the *East Elgin Reformer* was established, merging with itself the Aylmer Sun. The total circulation at that time was 412; contrast with the total of the above table will show the enormous gain experienced. The folder concludes with a look into the future and some terse and noteworthy facts respecting the town and field it covers. We haven't Mr. Powell's permission to say so but perhaps a polite request for a copy of this statement from fellow-publishers will be hearkened unto. If you write do not forget the postage and the extra one cent stamp for war tax. Incidentally the folder is well printed.

Sunday News Service

THE LEADING dailies in the Maritime Provinces run a co-operative Sunday bulletin service, supplied by the Dominion News Bureau at Montreal. Its hours have now been fixed from 10.30 to 11.30 a.m. and 4 p.m. to 5 p.m. each Sunday. This is an improvement on the old arrangement, whereby a staff was kept waiting with nothing doing for hours.

Newspaper Helped Red Cross Fund

NOW THAT everyone, newspapers not excepted, is being asked to contribute in some substantial way to patriotic funds of various character, an idea recently worked out by Regina *Evening Province and Standard*, strikes one as being both practical and temperate. William Van, the advertising manager of the paper mentioned, conceived the idea of giving the local Chapter of the Imperial Daughters of the Empire an opportunity to earn a substantial amount for the Red Cross fund. The Easter Fashion Number, which is an annual feature with the *Province*, was turned over to the ladies of the Chapter, and they entered enthusiastically upon the work of soliciting business from local merchants for this special edition. The results were excellent, both for the paper and the worthy cause in which the ladies were interested. It required a ten-page section to carry the extra business secured, and the commissions handed to the ladies of the Chapter for their work amounted to $125. No advance was made in the paper's rates for space in this special section, so the proposition was an attractive one for local advertisers. It was doubly attractive because instead of buying syndicate fashion matter from New York or elsewhere the local fashion authorities were invited to contribute articles telling of the new tendencies in the various lines for spring. This idea worked out quite successfully, the merchants giving real good copy, and entering into the scheme very heartily.

In connection with the special number a window display week was arranged, which added considerably to the value of the advertising. All merchants advertising in the special edition of the *Province and Standard* were invited to enter the contest and many did so. Six prizes were given amounting in all to $26 in cash. The judging was worked by publishing a ballot coupon in the newspaper and asking all lady readers in Regina to send their choices of the six best windows, in order. This drew prominent attention to the stores participating in the special Spring Opening Campaign and to the window displays entered in the contest.

Seven Dailies Co-operate Editorially

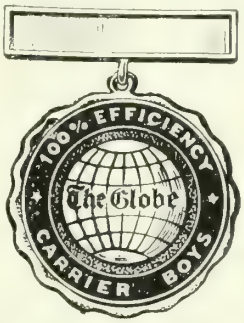
THE editors of seven well-known Ontario dailies are co-operating in a series of weekly letters on municipal topics that is proving quite worth while. Every week each paper's city hall man writes approximately half a column on a given subject. All manner of municipal activity is discussed and the comparisons thus shown for the readers' benefit are unusually interesting. A. R. Kennedy, editor of the Guelph *Mercury*, originated the idea of exchanging news on municipal topics and took it up with the others who welcomed the suggestion. The papers served by this arrangement are the St. Thomas *Journal*, the Guelph *Mercury*, the Brantford *Expositor*, the Stratford *Beacon*, the Woodstock *Sentinel-Review*, the Berlin *Telegraph* and the Galt *Reporter*. The cities in which these papers are published are about of a size and their civic conditions are not unlike. Readers generally are pleased with this reciprocal service and the idea has been commended by many publishers whose papers are not included in the service.—J. E. YOUNG, St. Thomas *Journal*.

Adopts Ten-Cent-a-Week Plan

ANOTHER western paper to put into effect the ten-cent-a-week plan of making collections from city subscribers is Edmonton *Journal*. A good city rate is thus established and the system placed on a cash basis, the boys being made responsible for the collections.

Efficiency Rewards for Carrier Boys

THERE must be more than ordinary merit to a system which has been largely responsible for reducing the daily number of complaints *re* delivery of paper from thirty, five years ago, to nine this year, despite an increase of 250 per cent. in city circulation, and twice as many boys as there were five years ago. Three years ago Toronto *Globe* inaugurated a system of rewarding boys according to their records of efficiency in delivery, based on the number of complaints received from subscribers. The plan is to divide the staff into three sections, boys delivering less than 50 papers being in one class, those delivering between 50 and 80 papers in another class, and those delivering over 80 papers



Medal given Toronto *Globe* carrier boys who secured highest possible standing in contest.

in a third class. The original intention was to give a first, second and third prize in each of the three classes, but such a large number of boys have succeeded in maintaining perfect records (that is, with absolutely no complaints) while so many more have tied for second and third places, respectively, that instead of giving only nine prizes, this year forty-five prizes were given. In the three sections there were twenty-three boys who had absolutely no complaints. The first prize in each case was valued at $5, the second at $2.50, and the third at $1.25. Last year cameras were selected for first prizes, fountain pens for seconds, and fielder's gloves for third. This year in addition to the regular prizes "100 Per Cent. Efficiency Medals" were given to the twenty-three boys having perfect records. The idea is to add a bar to these medals each year the recipient succeeds in duplicating his record. These medals and the prizes were presented at a banquet recently given to the eighty-eight boys on the city delivery staff. At this banquet inspiring addresses were given by J. F. MacKay, business manager, W. G. Jaffray, president, and Lindsay Crawford.

One of the chief purposes of the contest, apart from increasing the efficiency of the *Globe* delivery service in a general way, was to overcome the tendency of boys leaving immediately after Christmas and the consequent difficulty of securing and breaking in new boys during the three bad-weather months of the year, January, February and March. For this reason the contest or "efficiency test" extends over the three months mentioned and, as already stated, the results have brought about a remarkable improvement in the delivery service, and in addition the boys have been much steadier and their positions on the *Globe* carrier staff have been much more highly prized.

The idea was worked out by J. E. Shortt, who has just resigned his position as superintendent of circulation after a continuous service on the *Globe* staff of twenty-five years. Mr. Shortt is actively interested in boys' work through the Y.M.C.A. and other agencies and attributes much of his success in handling the *Globe* delivery system to his friendship with the boys and his efforts to inspire them to give the best possible service to *Globe* subscribers.

Good Copy for Men's Wear Stores

Here are three advertisements that you should readily sell to your local men's wear dealer. A trifle early as yet, perhaps, but toward the end of May quite appropriate. Each is intended for single column 7 inches — an appropriate size and shape for men's wear copy. Follow style of these suggestions in setting. For your convenience the illustration cuts may be purchased through PRINTER AND PUBLISHER at the low price of 50 cents each, postpaid. Cash must accompany order.



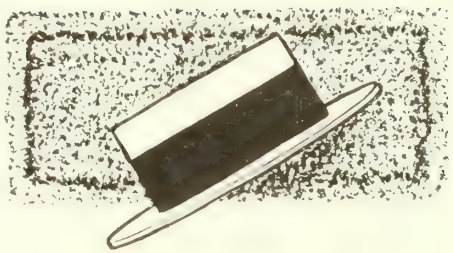
SPORTS SHIRT

and doesn't it look the part? Cool, comfortable, sensible, made with the soft open collar, the short sleeves and the breast pocket.

This is not the only shirt we're showing for the outing man. We have a wide range of negligees, with and without collars, and in fabrics and colorings for all.

Get ready now for that fishing trip, that game of golf or tennis. *Step inside, Mr. Outing Man—we're at your service.*

(Name and Address)



The Sailor is in town

Not "Jack Tar," but the trim summer headpiece that will be of interest to the smartly dressed man this summer.

While we're showing a nice range of styles that will suit every man's "particular style of beauty," we ask you to be sure to see the new model displayed in our window to-night.

This has the 3½-inch crown, 1⅞-inch band and 2¼-inch brim—a truly smart style with the band at the side—plain and fancy straws. *And it costs only $2.*

On your way home to-night drop in and see this—the latest addition to the Sailor family.

(Name and Address)



My Summery Togs

Are my clothes keeping time with my pulse?

Have they the warmer weather feel? Do they make me tingle with the joy of living or do I feel like the polar bear in the tropics?

These are the questions man is putting to himself to-day (mentally), when he sees "Old Sol" getting in his fine work—the grass shooting, the trees budding, the birds singing.

Put them to yourself and then step in and see how well we have anticipated your thoughts in Hats, Collars, Cravats and the most important of all, Suits.

Watch for our window display to-night.

(Name and Address)

Review of Newspaper Changes in Vancouver

Special Correspondence by Edward Williams

THE newspaper world of Vancouver has been interesting during the past year from every point of view. A new daily began and ceased publication, another took its place, the plant for still another has been ordered, one long-established daily was sold by the court, a morning paper reorganized while its contemporary's publisher took a partner.

In the Pacific coast city at the present time there are five daily newspapers. First, of course, comes the Vancouver *Daily Province* (evening) published by W. C. Nichol, the *Daily News-Advertiser* (morning) published by J. S. H. Matson, of Victoria, who is also publisher of the Victoria *Colonist,* the Nanaimo *Herald* by A. B. Lineham, the *Morning Sun* by the Sun Publishing Company, the *Evening Journal* by Wilsons Limited, with which is connected Joseph Martin, the *World* (evening) recently purchased by John Nelson formerly manager of the *News-Advertiser,* while the *Daily Globe* is expected to make its appearance shortly as an evening newspaper. It will be published by the old management of the *World,* Mayor L. D. Taylor and Mrs. Alice H. Berry.

The *Sun,* which was established in 1912, gave the city four dailies, two morning and two evening. There was little change in the newspaper situation from that time until the spring of 1914 when the *Daily Times* was mooted. Various dates were set for its first issue but not until December did it make its initial appearance. The principal man behind that venture was A. C. Charlesworth. It was published from the building formerly occupied by the Vancouver *German Press.* This publication, by the way, was suppressed by the authorities whereupon it moved to Seattle and it is now advocating the German cause from "the sound city."

In February "Fighting Joe" Martin, after unsuccessfully running for the mayoralty in which Mr. Taylor of the *World* was elected, purchased the six-weeks-old *Times.* Publication was temporarily suspended while the plant and equipment was moved to a building owned by the new proprietor. Associated with Mr. Martin is G. M. Murray, of the South Vancouver *Chinook.* It is an eight-page daily.

Next in order of events was the purchasing of the *World* by Mr. Nelson, notice of which appeared in PRINTER AND PUBLISHER last issue.

Mayor Taylor was disqualified in February on a technicality but was returned to the civic office at the bye-election in March by a substantial majority.

With the Mayor's losing control of the *World,* he, with Mrs. Berry, announced their intention of publishing a new daily to be known as the *Daily Globe.* To gain this end they are at present concentrating their efforts, the plant and equipment for which, we are told in *Louis D. Taylor's Bulletin,* a semi-weekly published in the interim between his connection with the *World* and the *Globe,* has already been ordered.

By reorganizing the *Sun,* the Sun Publishing Company took over the interests of the Burrard Publishing Company which was the company that was first organized to rule the destiny of the *Sun.* The transition from one company to another was simply one of better handling the affairs of the firm, it is understood, its position by this means being considerably strengthened. Walter Hepburn is the president. He unsuccessfully contested Mr. Taylor at the by-election. For a number of years he has represented Ward One in the City Council. He formerly was a contractor.

Other changes in the coast city include the election to the board of directors of the *Sun* of Rev. Dr. John Mackay, principal of Westminster Hall and widely known as a worker in the Presbyterian Church in Canada, as well as the past president of the Canadian Clubs of Canada. He has no connection, however, with the editorial side of the newspaper. It was thought that by his election to the board he would become British Columbia's "Dr. J. A. Macdonald," by forsaking the church for journalism.

A. B. Lineham, of Victoria, recently acquired an interest in the *News-Advertiser* and is now managing director of that newspaper. With this change Mr. Nelson, severed his connection as manager with that publication to be next heard of as the new owner of the *World.* Mr. Nelson is a director of the Western Associated Press and is well known throughout the Dominion. The *World,* since his taking charge, has eliminated the "scare heads" of seven columns.

This is a short summary of the changes that have taken place in Vancouver during the year. With the Mayor's new daily that city will have six dailies. Vancouver is said to have a population of 106,000. It certainly should be well supplied with news.

The efforts of Joseph Martin to unseat Mayor Taylor were unsuccessful in the Vancouver courts on April 13. It will be remembered that the mayor was unseated on a technicality some time ago but was again elected. Mr. Martin declared he would oust him again. His efforts have been unsuccessful and Mr. Taylor will in all probability now reign over the city for the year, no matter what Mr. Martin or anyone else can do.

Although the newspaper world of the coast city is very much upset it must be borne in mind that there has been altogether too much personal feeling in all the ventures recently organized, each thinking that in this manner he will be able to get even with his enemies. Everyone with the idea that his personality is a dominating factor in the community deems it in his best interests to establish a newspaper and so the merry war goes on. The day of the personal newspaper is gone and the sooner a number of the western men find this out it will be much better for themselves and all others.

April 20 (Special).

Another Vancouver daily has come and gone. The *Evening Journal,* established by "Fighting Joe" Martin in March, made its final bow with its issue of April 20, having lived an eventful life of 44 issues, just one edition more than its predecessor, the *Times.* It was announced in the final issue that the paper was forced to suspend for financial reasons. A few days ago the *Journal* was reduced in price from 5 to 1 cent. Everyone is now awaiting the appearance of Mayor Taylor's new venture, the *Globe,* which is billed to appear shortly after the middle of May.

To Stimulate Retail Advertising

THE FIRST week in May the members of the Weekly Section of Canadian Press Association will commence an advertising campaign in the columns of their own publications, the purpose being to stimulate local retail advertising in country weeklies. There will be 11 advertisements in the series, each will be 3 cols. wide x 5½ ins. deep. One advertisement will appear each week in each of the approximately 400 weekly papers included in the membership of the C. P. A. The series will be prepared by John C. Kirkwood, who prepared a similar series last year. They will be sent to the papers in proof form from the office of the C. P. A. at Toronto.

Ad Clubs Convention Will be Big Affair

IF THE unusual attractions that are billed for the 1915 convention of the Associated Ad Clubs of the World, to be held at Chicago, June 20-24, and the enthusiasm reported by local ad clubs in all parts of the continent, may be taken as fair indications, it is quite apparent that the convention will eclipse any previous gatherings of advertising men in the history of the world. A number of Americans of highest standing will address the gathering, among them no less a person than President Woodrow Wilson, providing, of course, that war conditions permit. Among the other speakers will be Hon. W. J. Bryan, U.S. Secretary of State; John H. Fahey, president of the United States Chamber of Commerce; Henry Watterson; George Horace Lorimer, editor of the *Saturday Evening Post;* Arthur Brisbane and Elbert Hubbard. The names of other distinguished speakers will be announced later.

An announcement of very great importance is that a large part of the convention will be given over to departmental sessions, a feature which proved of such great value at Toronto last June. Provision will be made for meetings of the various interests represented, including the Department of Newspapers and the Department of Graphic Arts. There will also be departmental meetings of all interested in agricultural publications, magazines, etc. These departmental meetings will be of very special value from an educational standpoint and should attract many to the convention who regard the trip mainly from a dollar-and-cents standpoint. On Thursday night there will be the most important general meeting during the entire convention. This will be the last meeting and the speakers and the entire program will be such as to warrant everyone being on hand for this *grand finale.*

THE BUSINESS PRINTING EXHIBIT WILL BE FEATURE.

Printers who attended the Ad Clubs Convention at Toronto in June of last year will have retained a vivid and a very pleasant memory of the splendid exhibit of business printing shown in the art galleries at Exhibition Park. It is worthy of note that some of the best exhibits in this department were those of Canadian printing firms, which leads us to suggest that a still larger number of Canadian firms should participate in the business printing exhibit which will be a part of the Chicago convention. The exhibit will be of special interest to visiting printers, as well as to all interested in publicity of this character.

As far as possible all exhibits will be grouped, with slips attached giving manufacturer's name, under classified heads, to facilitate inspection and comparison.

Space is not being sold, except in unavoidable instances, where an exhibit is complete in itself.

Some of the classifications are: Letterheads, circulars or folders of special type design, house organs, catalogues, novelty and business bindings, and complete advertising campaigns for direct by mail, wholesale, retail, jobber service.

From those wishing to exhibit a subscription is desired, payable to the treasurer, while samples should be sent to the chairman.

Committee: H. C. Bliven, Poole Bros., Clark & Harrison streets, Chicago, Ill.; Paul W. Day, Montreal Electrotype Co., Montreal, Canada; Henry L. Johnson, *The Graphic Arts,* Boston, Mass.; Harry A. Catchel, treasurer, Catchel & Manning, Sixth and Chestnut streets, Philadelphia; S. Clayton Wicks, chairman, George H. Buchanan Co., Philadelphia, Pa.

REMARKABLE ENTHUSIASM.

In many Canadian cities plans are on foot for taking a big crowd of delegates to Chicago. Toronto, Montreal, Hamilton and Winnipeg clubs are very active and promise a surprisingly large representation. Of course, it is too much to expect that there will be as many Canadians at Chicago as attended the Toronto convention last year, but all things considered the Canadian delegation that will blow into the "windy" city will require no apology.

From points all over the United States reports come of mammoth delegations that will head Chicago-ward, June 18 and 19. Last year the Texans sent several special trains to Toronto, but this year there will be only one, but it will be the biggest that the country has ever witnessed. The Grand Rapids Advertisers' Club will be independent of Chicago hotel accommodation for they have chartered a steamer at a cost of $10,000 and it will be their home for personal use and the entertainment of guests during their Chicago visit. The Pilgrim Publicity Association of Boston, which cut such a figure at Toronto last year with their white suits and hats, have reserved 200 rooms at the Congress Hotel. Former Mayor Fitzgerald will be with them. The Poor Richard Club of Philadelphia has taken a whole floor in the La Salle. The Advertising Men's League of New York will be at home in 200 rooms at the Auditorium. But the biggest news of all comes from Iowa, where they have an Associated Advertising Clubs of the State, of which T. W. Lequatte, a prominent agricultural publisher, is president. Hotel Sherman is reserving a thousand rooms for this exceptionally live organization.

GRAND AMUSEMENT FEATURES.

On Monday night, the first business day of the convention, there will be a grand pageant of advertising men on Michigan Boulevard. The Chicago Club alone will have 1,000 men in line, all of them in full evening dress. Although plans for this enormous pageant are not yet matured those in charge of it express the conviction that it will develop into the very biggest thing of its kind that has ever been put on. Tuesday and Wednesday nights there will be a monster theatrical performance in the Auditorium Theatre, put on by 150 Chicago advertising men. It will bear the name of "The Grid Iron Show." On both nights also there will be a moonlight sail on the lake, the idea being to make provision for all of the delegates to the convention and their ladies taking in both features.

Success of Chicago Printing Show Assured

MORE THAN one-third of the total floor space of the Coliseum, Chicago, where the "Printing Show" will be held this year, has already been sold to exhibitors, and the opening date is two months away, at the time of writing. Present indications are that this year's exposition will be greater and more successful than either of the two previously held in New York, the first in 1913 and the second last year. The Coliseum is described as the greatest show building in the West. The date of the exposition—June 19 to 26—is eminently appropriate, as it completely covers the period of the great Ad Clubs Convention which meets in Chicago, June 20-24, at which it is expected from twelve to fifteen thousand advertising men will be in attendance. The exposition, looking at it strictly from the point of view of printers, lithographers and others connected with the graphic arts, offers an unparalleled opportunity for viewing, under one roof, practically all the latest inventions in connection with the industry, as well as some specially fine exhibits of advertising literature. When one considers the developments that take place in the trade every year it is easy to see that a visit to the Chicago show and a close study of the exhibits would be an exceedingly profitable expenditure of time and money. No doubt the Printing Show will influence many Canadian printers and publishers to take in this year's Ad Clubs Convention and thus combine two important events of great educational value.

C.P.A. Manager Recovering After Relapse

JOHN M. IMRIE, manager of Canadian Press Association, who was reported in the last issue of PRINTER AND PUBLISHER to be resuming his duties at the office of the Association about April 1, suffered a relapse and has spent the past three weeks at Atlantic City, endeavoring by complete rest and change to recuperate after his rather trying illness. A few days prior to leaving a number of the members of the Executive of the C. P. A. called at Mr. Imrie's home and surprised him with the information that an honorarium of $200 had been voted him from the funds of the Association with the instructions that he was to take a complete holiday for a few weeks in order to regain his usual strength and vigor. It is understood the Executive took this action after consulting with several of the Directors and there seems no doubt but that the entire membership will most heartily approve. Mr. Imrie's arduous and intelligent efforts on behalf of all classes of publications represented in the Association and the splendid results accruing from those efforts are too well known to call for comment. It is the hope of PRINTER AND PUBLISHER, and, we are sure, of the press of Canada, that the C. P. A. Manager will very soon be enjoying his usual good health.

Cost Records Wanted

THE COMMITTEE appointed by the Canadian Cost Commission for Printers last year to prepare a price list for printing, have been working steadily for some time and have a large amount of data for this work on hand, but find that it is absolutely necessary that they should have records from those offices having cost systems, as to the hour cost of the different operations and the output per hour on each of these operations so that the price list may be absolutely correct for Canadian conditions.

Every Canadian printer with a cost system is urged to send any data that he may have either of the cost per hour or the product per hour on individual jobs or monthly records or yearly records, to Mr. Daniel Baker, secretary of the Canadian Printers' Cost Commission, 610 Confederation Life Building, Toronto.

An Opinion Worth Noting

WORDS OF appreciation of PRINTER AND PUBLISHER sometimes come to us in roundabout ways. We know E. K. Whiting, publisher of the *Journal-Chronicle* at Owatonna, Minn., by reputation. His name frequently appears in American trade journals as the writer of articles on finding the cost of advertising and other topics of interest to progressive newspaper publishers. We believe he is one of the livest, small-town publishers in his state. The following letter from W. E. Smallfield, Renfrew *Mercury*, quoting Mr. Whiting's opinion of PRINTER AND PUBLISHER, is therefore very highly appreciated:

RENFREW, ONT., April 20, 1915.

PRINTER AND PUBLISHER:

One of the copies of the April PRINTER AND PUBLISHER, which you kindly sent me, was forwarded to E. K. Whiting, of the *Journal-Chronicle*, Owatonna, Minn., who had furnished information for "Cost of Advertising" address last year, and is now getting me facts regarding the $1.50 weeklies of Minnesota. Mr. Whiting says: "I have also read carefully the entire magazine containing your address and find it to be exceptionally good. You are to be congratulated upon having such a publication working with you in your section of the country." I thought it only fair to send you this word of good cheer from one of the progressives in the neighbor lines. W. E. SMALLFIELD.

War Tax on Letters and Post Cards Only

PREVIOUS to any definite announcement being made it was thought the war tax stamps might be required on all mail matter enclosed in envelopes, whether first or third class, as it is customary to regard circular letters, etc., as "communications," even though they enjoy a lower rate than individual letters. On April 13, however, the post-office authorities made it clear in a special bulletin that war stamps would be required only on letters and post-cards in the strict sense of the word. The following paragraph is quoted: "Circulars, catalogues, matter wholly or partly in print, books, pamphlets, occasional publications, calendars, newspapers, parcel post packets, etc., are not subject to the war tax."

A THREE-CENT LETTER RATE.

The war tax stamps issued by the Post-Office Department are really quite unnecessary as they are not required to be placed on letters and post-cards if ordinary postage stamps are used instead. A two-cent stamp will carry a city letter or a post-card formerly cost one cent, while out-of-town letters require three cents in stamps and no distinction is made between war stamps and those of the ordinary variety. A letter requiring three cents may be posted with three one-cent war stamps (issued by the Post-Office Department), or a two-cent stamp and one war stamp, or a two and a one of the regular kind. So the Post-Office war stamps have no virtue whatever. It really amounts to the old three-cent letter rate, with a two-cent rate for post-cards and city letters. If the tax on letters and post-cards is to be continued for long it would be well for the convenience of the public to issue a straight three-cent stamp.

Now that the "three-cent rate," brought about by the addition of the one-cent for war tax, is applied to all sealed letters, it is likely that both printers and newspaper men will be more careful to take advantage of the privilege of sending printers' copy at third-class rate, which is one cent for each two ounces, with no additional war tax. Such copy must, of course, be sent in unsealed envelopes or packages and the words, "Printers' Copy" should be marked on the outside. No communication of any kind may be enclosed but in the case of sending corrected proofs errors may be marked and any instructions of a technical nature may be given. For reference of readers the extracts relating to the return of proofs are quoted from the *Official Postal Guide*:

"It is allowed:

"(d) To enclose the copy with corrected proofs, and to make in those proofs alterations and additions which relate to accuracy, form and printing, or give instructions of a technical nature necessary for the guidance of the printer in making corrections or changes in the matter itself or pertaining to its appearance in print. In case of want of space these additions may be made on separate sheets;

"(e) To correct also errors in printing in printed documents, other than proofs;

"(f) To erase certain parts of a printed text;

"(g) To make prominent by means of marks and to underline words or passages of the text to which it is desired to draw attention:

DELIVERY OF LETTERS BY MESSENGER.

The Post-Office Department has issued a warning reminding business firms that the carrying of letters and post-cards is vested solely in the Post-Office Department and prosecutions will follow if mail matter is delivered by other means. This is intended to prevent business firms from engaging occasional extra help for delivery of monthly bills, etc., in the same town or city, a method which, in many cases, would be more economical than paying two cents for each letter. This does not mean, however, that business firms may not deliver letters or bills subject to letter rate by their own regular messengers, but merely has to do with the employing of extra messengers or delivery systems for such work.

The Preparation of Copy for the Linotyper

By Howard Taylor

THERE is many a dollar lost through many hours wasted by the printer from poorly prepared copy and imperfect instructions given the type-setting machine man. Linotype machines cost lots of money. Few know what a linotype machine really does cost until they get tangled up with one.

To be provided with steady work for a linotype machine is the natural ambition after the installation of a plant, and the solicitor usually lights on somebody's job and takes away a customer. Usually a publication. Something that comes out regularly and gives the machine and the operator something to do at a joke price. This has a bad effect; the job is taken away from the other fellow either at a lower rate or at the same price because the fellow who had it was endeavoring to get more for it.

The latest model machines are not any faster than the older models, but a great deal more can be done with them. Some printers imagine that galley after galley boils out of a machine, and the probabilities are that much of the matter you have been accustomed to paying single price for is really complicated matter and will call for price and a half or double price.

THE LOSS CAUSED BY CHANGES.

One of the most important things in linotype composition is changes; and how a printer hates to pay for them. Maybe you will just get started on a rush job (and if a job should come in that wasn't marked rush I'd call up a photographer to have a photo taken of it), and just then some customer will come in and want a two-line correction on a job that is holding up the press. You promise the corrections and stick your rush job, or else you finish the rush job and hold up the press, and then when you are all through send a bill for 50 or 75 cents for the corrections and then are called a robber.

A publisher will want to see several galleys of his publication several days before issue day, and will expect you to set it in installments, and not pay you for changing the machine to do it. And when a machine is changed to make corrections, or get a few lines to go with some job previously set, the same amount of time and action is required to change it back again.

An operator gets discouraged and peevish if he is asked to do many changes in a day, and we can't blame him. Some of our time slips will show as many as twenty-five changes in a day.

Most printers would not believe that it costs 10 or 15 cents more to run a linotype than it does a cylinder press. The investment is about the same; the operator is high priced; the loss in metal is great, and then there is the proofreading.

You would never think of asking your pressman to make a run of 10,000 impressions 200 or 300 at a time, pulling the form and printing something else each time, yet we are asked to set jobs aggregating 15,000 or 20,000 ems in batches of a galley at a time.

The buyer of linotype composition will not tolerate as faulty work from the linotyper as he will probably produce for himself.

HOW THE PRINTER CAN HELP THE LINOTYPER.

Help the linotype man by using as few faces as possible, use simple headings if copy is for a publication, and give the copy in as large batches as possible. Give plenty of suggestions how the copy is to be set by careful indication on a separate sheet of paper other than the copy itself. I realize it is useless to ask you, as printers, to write the copy carefully, because you don't write the copy, but help us by teaching your customers to give you typewritten copy and written as they want it set, and don't expect the operators to do punctuating for you or supply paragraphing, capitals and emphasis. The opportune time to insure good proofs is before copy goes to the machines. Encourage your trade in the typewriter habit. It does more to make good proofs than anything else.

SOME INSTANCES OF LOSS BY BAD COPY.

Here are a few of the things that have been called to my attention the last few days:

The word "antenuptial" written three ways in typewritten copy. Wasted ten minutes.

Part of copy marked only.

Matter left to be set by hand should be marked.

One job, copy was marked set four times, order read three times—15 minutes before printer could be reached by 'phone.

Proof taken on wet paper by printer; paper shrunk and corrections set wrong measure.

Oftentimes jobs have seven or eight measures on one page, and all the linotyper gets when proof comes back is "RUSH the corrections." Each measure should be plainly marked opposite any correction that is needed.

One of the bad things is copy written one way and to be set another, which requires usually an explanation from the printer to the solicitor, he to the foreman, and then to the operator, and then he to the proofreader.

One of the worst things to handle is reprint copy with corrections written all over the sheet; when it is finally set the matter is all one measure and looks simple, but it has taken twice the time to set it as if it had been rewritten on the typewriter.

Where an operator is obliged to chase all over two or three reprint circulars to pick out a dozen or so lines for "change" jobs, the printer will save a great deal of time by having his stenographer pick out the lines and mark opposite them just what measure and type they should be set in.

On jobs to be corrected where there are several lineups, either figures or words which must be matched exactly, it is always advisable to insure accuracy by sending along a slug to match up.

TALKS GOOD COPY; BUT SHOOTS ANYTHING AT LINOTYPER.

A short time ago an advertising man spoke to an organization on how to prepare copy for the printer, and when we received copy from the self-same advertising man we had to send it back, as it was written in long hand and could not be read.

A great many times copy is submitted (not marked), but with a reprint copy for style. One job was submitted like the above, the heads in the style book centered, the copy had the heads written on the side, job was set at night and was set according to style book. They should have been set as copy was written. The printer neglected to call attention to this, and had to pay for resetting it. It was a job a price had been given on, and the result was the loss of money to the printer.

WHEN SENDING A JOB TO LINOTYPER.

In conclusion, when you send copy to a machine man first of all put a job number on it and name of job if possible; write instructions as to measure, style of type, etc., plainly on a separate sheet of paper. Don't leave it all to the linotype man to guess what you are carrying around in your head.

Addition to London Free Press Building

PASSING up Richmond Street, London, the uninformed visitor would never imagine that the narrow frontage of the London *Free Press* building represented the extensive premises in the rear that it does. Only the business and editorial offices are located in the building fronting on Richmond street, the mechanical departments being in a separate building erected across the lane at the rear of the office building and connected with it at the second floor by means of a gallery over the lane. The space available for mechanical purposes, mailing room, paper storage, etc., has recently been more than doubled by the erection of a two-storey and basement addition, constructed of concrete, steel and wired glass, on the famous Kahn system. It is, of course, absolutely fireproof. This addition is really a separate building, being connected with the old structure, which has hitherto housed the mechanical departments, by means of wall openings conveniently placed.

The new building is 100 feet long by 26 feet wide and has splendid light on three sides, the other side being joined to the old building. The excellence of the light is really remarkable, the one side and two ends being constructed entirely of wired glass, except for the necessary masonry to support the structure. On the second floor, in the east end of the building, which is given over to the stereotyping department, there are no less than 23 windows of ample size, and most of them are equipped to tip open for ventillating. The roof is built to slope toward the old building, which also improves the light and ventilation greatly, as the outside window space is thus greatly increased. The balance of the second floor gives additional room for the hand and machine composition departments, which were previously badly cramped in their old quarters. The ground floor will be used exclusively for the mailing department and city circulation. The basement will give ample facilities for newsprint storage. The building cost in the neighborhood of $15,000.

An interesting feature of the new building is the installation of a permanent steel track and car for the lifting and placing of machinery. This track runs the entire length of the second floor and extends through a large door at the east end, so as to raise machinery from the lane below.

Practically the whole of the stereotyping equipment is to be replaced with larger and more modern machines. R. Hoe and Co. have received orders for the needs of the *Free Press* in this connection and the order given provides that the new equipment is to be the very last word in every respect. The machinery is all automatic and operated by compressed air and direct motor drive. The casting equipment will have a capacity of four plates per minute.

The *Free Press* will also instal a new Hoe press, capable of turning out 48 pages. This machine is the very latest low-down construction, with self-oiling boxes for high speed. All the cylinders can be reached from the floor and there is no climbing into the air to man the machine. The press is electrically operated with a Kohler two-motor system, direct connected, and may be stopped, started, accelerated, or decelerated, from eight stations. The press at present in use has a capacity of 24,000 an hour while the new machine will turn out 72,000 an hour. The length of the columns of the paper has been increased by one and one half inches, bringing it up to the new standard adopted by a number of the leading American papers.

As soon as you become convinced of a thing, see that your conduct follows your convictions.

The policy of "if" or "but" is unprogressive. If you don't start you'll never get anywhere.

Girls as Subscription Canvassers

HERE IS AN idea from Hugo A. Vellguth, the circulation man, who is at present working the circulation for the Vancouver *Evening Journal* the first issue of which appeared March 1.

"Every time that I have found it necessary to put on a quick campaign for circulation the first obstacle was competent solicitors. I have found that the old trouble of fake orders always turns up during such a campaign and that men solicitors were the chief offenders.

"On my last two campaigns I have used girls exclusively and the results have been most gratifying, one on the salary basis and the other on commission. The commission system brought forth more effort, and increased the average per girl.

"I used a classified advertisement three days asking for 100 girls and had forty applications, putting every one out for a trial and gave them three days to produce an average of eight orders a day, paying five cents a name drawing account and twenty cents upon verification. Each order was taken for one month or thereafter until ordered discontinued. All orders are to be verified by the carriers so that eliminates the expense of verifiers.

"The result is that with over 9,000 new subs. I did not find a single fake order and more than 85 per cent. of them were held for at least three months although they were only signed for one month. After three weeks, during which time I tried out about sixty girls I have fourteen that are a great deal better than the average men solicitors. With possibly one or two exceptions none had had any experience and four of them have maintained an average of thirty subs. per day or better.

"I will carry my experiment still further and take the four of six best girls that have developed and put them on the road for country business."

Duty on Advertising Matter

THE Canadian Department of Customs, by an order of July 6, 1914, made provision for the prepayment of the import duty on advertising matter by means of customs duty stamps affixed to the package. On September 9, 1914, the United States Post-Office Department issued an order to the effect that customs duty stamps should not be affixed to any package carried in the United States mails. The use of such stamps for the prepayment of duties on advertising matter in Canada and Australia having proved of considerable value to American exporters, the matter of their prohibition was taken up with the Post-Office Department, and it is now stated that the order has been provisionally suspended. The new order provides that the duty stamps must be placed upon the reverse side of the envelope or package, and parcels not complying with this requirement will not be accepted for mailing. The ruling of the Post-Office Department is of particular interest in view of the fact that the recent general increase in the Canadian rates of import duty is not applicable to advertising matter imported by mail and upon which the duty is prepaid by means of customs revenue stamps.—*Newspaperdom.*

SOME printers find it good business to call attention to the Dominion Government regulations which require butter wraps to be printed with the name and address of the maker of the butter, both buyer and seller being liable to a fine of $30 for failure to comply with the regulation. The advertising of this fact in country papers often results in orders from farmers for butter wraps.

Urges Advertisers to Use Newspapers

"IN THE strictly local field of advertising the newspaper has really no competition. If I were a candidate for mayor, if I were a preacher, I'd win my election, I'd fill my church, by buying simple advertising space instead of 'working' the editor for notices."

The Town Criers applauded this testimonial recently in the course of an address delivered before them, after a dinner at the Commercial club rooms, by A. L. Gale, of a Chicago advertising agency.

MORE SPENT WITH NEWSPAPERS.

"Each medium of advertising," Mr. Gale said, "has its advantages. But nearly one-half of all the money spent for advertising is paid to newspapers. They possess a special power because they supply the point of daily contact between the advertiser and the consumer, and uncounted thousands of consumers are readers of daily newspapers only.

HAS THREE ADVANTAGES.

"One of the most appealing arguments in favor of newspaper advertising is that it enables the advertiser to concentrate his advertising on a single section at the least possible cost. Another advantage is that only the newspapers can inform the consumer where an advertised article is kept on sale. Still a third advantage lies in the flexibility and timeliness of newspaper advertising, which can be adjusted at once to the special needs of any time or place.

SHOULD BE PREPARED CAREFULLY.

"Much of our newspaper advertising is indifferently prepared. Here the national, as well as the local, advertiser is at fault. One of their errors is that they provide loose, shabby, unattractive advertisements, forgetting that the advertisement represents, to the mind of a multitude, both the advertiser and his place of business. Newspaper advertisements cannot present in appearance all the refinements of magazine advertisements; but they can, and should, be as fine typographically, and as well set off with many sorts of illustrations."

EMPHASIZE READER'S CHARACTER.

Disapproving the frequent emphasis laid by some newspapers upon the statistics of their advertising as compared with that of rival papers, Mr. Gale recommended that the advertising manager pay more attention to acquainting advertisers with the precise character and needs of his paper's readers. The manager should be ready, for instance, to inform eastern advertisers that St. Paul is the capital of the state which, in all the Union, has shown the greatest agricultural advancement. "When you buy newspaper space, you are entitled to know everything about the nature of your purchase."

I.C.M.A. Convention Again in Canada

APPARENTLY the International Circulation Managers' Association were well pleased with the Convention arrangements last year for the announcement comes from headquarters that this year's Convention will also be held in Canada. Last year the meetings were held on the new S.S. Noronic, cruising meanwhile around Lakes Huron and Superior. This year a visit will be made to Quebec Province, the sessions being held at the Manor Richelieu, Murray Bay, and on board the steamer Saguenay. Pleasure trips are also included, taking in the trip through the Thousand Islands, the lower St. Lawrence and Saguenay River.

The itinerary will commence at Montreal, June 20, 7 p.m., and reach a conclusion on the 26th. J. N. Chevier, *Le Devoir*, Montreal, is 1st Vice-President of the I.C.M.A.

Weight of Linotype Composition

IT IS sometimes desirable to know the amount of metal in a certain piece of composition, where it is not convenient to weigh the slugs themselves. The following table is computed on the weight of solid slugs, so allowance will have to be made if the slugs are hollow or not up to the standard:

	1,000 ems pounds	1 pound ems
6-point	2.00	500
6 point on 7-point slug	2.27	440
6 point on 8 point slug	2.56	390
8 point	3.50	285
8 point on 9 point slug	3.92	255
8-point on 10-point slug	4.35	230
10-point	5.40	185
11-point	6.45	155
12-point	7.70	130

Six and eight point are calculated for 13 em slugs. Ten point and larger on a 21 em slug. Longer slugs weigh less to the thousand ems and shorter slugs more, though the difference is too small to count in any calculation in which the above table would be useful, as it can never be more than an approximation. About 3½ square inches weigh one pound, a trifle less for six-point, a small fraction of an inch more for twelve point; two-sevenths of a pound to the square inch will give the weight of a page of matter if you have the size of the page in inches.—*Printing Trade News.*

Collective Advertising for Farmers

WHEN co-operation among Canadian producers is achieved, the time will be ripe for advertising campaigns on the excellence of their various products, in the view of Professor F. C. Harrison, principal of Macdonald College, who addressed the Montreal Publicity Association at their weekly luncheon, April 7, on "The Relation of Advertising to Agriculture." This had been the experience in California, where the Fruit Growers' Association were able to advertise to the advantage of the native grower in every large newspaper of the continent, including those of Montreal. If Canadian apple-growers combined in the same way, they would be able to conduct an advertising campaign just as advantageously for themselves as their Californian brothers had been able to do.

The president of the association, Mr. Fred Abraham, suggested that a great field for advertising men was also offered by the fish industry of the Maritime Provinces, the possibilities of which should be better known in the large centres of consumption.

A Good Clean Up and Paint Up Page

IN THE last issue of PRINTER AND PUBLISHER the suggestion was made that a number of local advertisers be induced to co-operate in a full-page advertisement featuring the "Paint Up, Clean Up" movement. The idea was worked out in a novel way by Winnipeg *Telegram*, the basis for the page being a black and white design with a large carpet beater as the central figure, and paint cans, brushes, etc., arranged in the corners. Altogether 11 display spaces were secured and a twelfth space was devoted to a directory of painters and decorators, containing 12 names, phone numbers and addresses. The action of Winnipeg *Telegram* is only one of many instances that have occurred during the past year that prove the practicability of the advertising suggestions contained in PRINTER AND PUBLISHER. The regret is that more newspapers do not adopt them.

To Country Editors—A Warning

IT IS doubtful whether any subject has so strong a claim on the attention and support of the country newspaper, as the Home Town Loyalty Movement, to which we ourselves have made such frequent reference.

Every desirable condition of business and social life in the country town is enfolded in this movement—thriving stores and banks, reflecting the co-operation of the farmers of a prosperous tributary district; and good schools and churches, and other social institutions.

But in exact proportion to the importance of this subject, is the care with which it requires to be handled. What brings us to this point is an article that recently appeared in the editorial columns of a country newspaper, published from a little town in one of the Western Provinces—an article that ran amuck, if we may be permitted the expression.

In itself, it was really an admirable little article. It related the experience of a farmer who had virtually lost $5,600 in nine years, by sending his orders to mail order houses in distant cities, thereby ruining the trade of his Home Town, and actually decreasing the value of his own farm from $195 to $167 an acre. It described how a busy town, supported by a district of prosperous farmers, had degenerated into a stagnant village, because it had been stripped of its natural birthright, i.e., the business of its tributary district, which had been sent a hundred miles away to a catalogue firm.

All this was well enough, and true enough, but instead of affixing to this article the name of the American farm journal from which it was reprinted, the editor of our country paper sets it out as though it were the experience of a local farmer, of one of his own subscribers, in fact.

This omission placed a most erroneous interpretation on what would otherwise have been a piece of evidence of sterling interest to every farmer who had read it. The district in question is not yet in a position to lament the decrease of land from $195 to $167 an acre, and the very mention of these figures as applied to local farm property was calculated to prejudice the farmer against a subject which it is in his best interests to fully investigate.

Just Be Glad

LEARN to laugh. A good laugh is better than medicine. Learn how to tell a story. A well-told story is as welcome as a sunbeam in a sick room. Learn to keep your own troubles to yourself. The world is too busy to care for your ills and sorrows. Learn to stop croaking. If you cannot see any good in the world, keep the bad to yourself. Learn to hide your pains and aches under a pleasant smile. No one cares to hear whether you have earache, headache or rheumatism. Don't cry. Tears do well enough in novels, but they are out of place in real life. Learn to meet your friends with a smile. The good-humored man or woman is always welcome, but the dyspeptic or the hypochondriac is not wanted anywhere, and is a nuisance at any time.—*The Banner.*

Idea That Sold a Page of Advertisements

AN IDEA that was employed recently by Regina *Leader* to sell a page of advertisements should be of value to other publishers. A picture card representing one of the scenes in a play at a local opera house was cut in eleven pieces and an engraving made of each. These were used in eleven advertisements and a prize was given for the first person sending in the solution, pasting the pieces together correctly. Second, third, fourth and fifth prizes were also given. All of the prizes were theatre tickets of various values. The idea sold space to eleven non-regular advertisers.

A New Subscription Offer Hatched

WEEKLY paper published not far from Waycross, Georgia, has made an unusual offer to new subscribers. The editor, who has been engaged in the poultry business as a side line for several years, acquiring a large flock of desirable chickens, agrees to furnish with each new subscription one hen.

He stipulates that the eggs from the hen will be delivered to him until such time as the subscription price of $1 is paid.

When this is done, the subscriber keeps the hen and has the paper without any cost for the remainder of the year. Those acquainted with newspaper offers claim this is the first time a newspaper has sold itself through chickens.

Send Yours and Get More

IF THE printers of Canada will send to the Canadian Cost Commission for Printers, copies of their records of production and hour cost, the secretary will tabulate them and publish the results from time to time as fast as sufficient numbers of records have been received to warrant an average being made.

It will only take you a few minutes to copy off these records and send them in and you and your fellow printers will be benefited.

Address all communications to Daniel Baker, secretary of the Canadian Printers' Cost Commission, 610 Confederation Life Building, Toronto.

No War Tax on Advertising Matter

ON THE representations of a number of Toronto mercantile firms, it is said, advertising matter has been exempted from paying the additional war tax of five per cent. on imports from England and 7½ per cent. on imports from the United States. Advertising matter, therefore, may be imported at the former rate of 15 cents per pound.

"As Others See Us"

Forest, Ont., April 1st, 1915.

PRINTER AND PUBLISHER,
Toronto, Ont.

Herewith please find P.O. note for renewal of PRINTER AND PUBLISHER subscription. PRINTER AND PUBLISHER is an indispensable visitor to this office, and improves year by year.

Wishing you continued success, I am,

Yours fraternally,
H. J. PETTYPIECE.

Advertising Psychology

This summary of advertising psychology is from "The Pen Prophet" published by L. E. Waterman Company:

"Women buy men's goods eleven times as much as men buy women's goods.

Women help men to buy twice as much as men help women to buy.

Women respond more readily to the 'eye' appeal; while men usually prefer reading matter.

Men's color preference usually tends to the blue end of the spectrum; women's to the red end.

Women are less apt to take up with something new than men.

Men recall best what a thing does; women, how it looks."

THE MONTH'S HAPPENINGS

Among the Job Offices

The printing business throughout Nova Scotia is good.

J. W. Young has severed his connection with Stationers Printers Limited, Saskatoon.

The Royal Print & Litho Co., Halifax, have just installed one of the latest die stamping presses.

The Ross Print, Halifax, recently put in a No. 9 Golding jobber and will shortly install a pony cylinder.

The Crofoot Press has been established at 180 Richmond Street West, Toronto. Paul Crofoot is proprietor.

A. H. Barker has severed his connection with the *Herald-Western*, Calgary, of which firm he has been manager for a year past.

Moir's Ltd., Halifax, have lately added considerable printing material for their plant, in connection with the box factory.

Ottawa job printers have been busy of late, overflow work from the Printing Bureau and campaign literature being very heavy.

R. H. Constable, Woodstock, will have the sympathy of many in the trade in the death of his wife, who passed away at her home in Woodstock, April 5. Mrs. Constable was 76 years of age.

Norman and Kirby, job printers, Saskatoon, have dissolved partnership. The business will be continued by G. W. Norman, who was the sole owner prior to taking Mr. Kirby into partnership about three years ago. Mr. Kirby has purchased Melville (Sask.) *Canadian*.

The Western Canada Conference of Typographical Unions will be held in Saskatoon, July 1, 2, 3. It is expected President Marsden Scott, of I. T. U., will be present as well as a large delegation from Western Unions. Elaborate preparations are being made by Saskatoon Local No. 663.

H. C. Fairbanks, Limited, manufacturing stationers and job printers, 122 Adelaide West, Toronto, suffered fire loss on April 4 to the extent of about $2,000, nearly all covered by insurance. Repairs were soon made to premises and plant and little delay was caused to work in progress.

Richard Tanner, for many years Ottawa representative for McFarlane, Son & Hodgson, of Montreal, died in Ottawa on Sunday, April 18. Mr. Tanner had suffered patiently with an incurable disease for years. He was popular and highly esteemed among all with whom he came in contact.

Sidney C. Porter, head of the firm of S. Porter & Son, Oshawa, died at his home there after a brief illness, at the age of 67. The late Mr. Porter had been engaged in the job printing business in Oshawa for many years, having recently established *The Free Press*, an advertising paper distributed free about town. For about two years, in his early business career, he was joint owner of the *Vindicator*, in partnership with Mr. Fairbanks, now of Toronto. His son, Horace, will continue the business. He leaves his wife and one daughter to mourn his loss.

The printing pressmen of Ottawa are asking the employers for an increase of $2 per week all round in the present scale. The feeling among the employing printers is that on account of the unsettled business conditions prevailing at present they are not in a position to grant the increase asked for and while not refusing directly they are asking the pressmen to postpone their demand for one year, to allow for conditions to become more stable. This, in fact, is the position which some of the men appear to take and apparently matters will be harmoniously settled.

With the Newspapers

NEWFOUNDLAND.

A number of libel actions in the Newfoundland Supreme Court, in which several of the St. John's newspapers were involved, have all been withdrawn.

The *Plaindealer* of St. John's, issued a twenty-four page number as a special Easter Edition. The edition contained much interesting reading; and its new proprietor is manifesting considerable enterprise.

The Curling, Bay of Islands *Western Star* is being very favorably commented upon for its enterprise in the publication of illustrations shewing forth some of the magnificent natural scenery in its locality; and some writers suggest that other Newfoundland papers follow the lead set by the *Western Star* in this respect.

The *Workman*, a trades union publication of St. John's, and formerly published by the late Jas. H. Nichols of that city, has been taken over and will be published in future by William Nichols, son of the deceased proprietor. Mr. Nichols, jr., has had considerable experience in the printing business, and will, no doubt, maintain the standard set by his late father.

Dr. Mosdell's new daily newspaper for St. John's is to make its bow to the public about the middle of April. It will be known as the St. John's *Daily Star*. Its office of publication will be situated at the corner of New Gower and Adelaide streets of that city. Dr. Mosdell is the president of the company. The other members are R. Dowden, and D. Thistle. These men have all had considerable experience in the different departments of newspaper work. The *Daily Star* will be published after the style of some of the leading American newspapers.

MARITIME PROVINCES.

Tuesday, April 20, was Dollar Day at Sydney, N.S.

The death took place on April 19 of Walter C. Smith, formerly employed by T. C. Allan & Co., Halifax, N.S.

Dollar Day" was the most successful day's business ever instituted, is the verdict of the merchants of Chatham, N.B.

QUEBEC.

G. Valois has left the staff of *L'Autorite*, Montreal, to practice as a notary in Lachute, Que.

C. D. Smith, formerly of Montreal *Gazette* and Montreal *Witness*, is freelancing in Detroit.

J. S. Giles, who publishes Lachute *Watchman*, was elected alderman in that town recently, after a stiff contest.

Private Hal Brown, late of the Montreal *Herald*, fought in the battle of Neuve Chapelle, and came through alive.

C. M. Oulton, formerly foreman at the plant of the Oshawa *Reformer*, has been appointed manager of the *Witness* job printing, Montreal.

There has been considerable talk lately of a new French morning paper being published in Montreal by Tancred Marsil, formerly of *Le Devoir*.

E. J. David, who, a few years ago was sporting editor of Montreal *Witness*, and more recently was city editor of the Vancouver *Sun* is now a desk man on a Los Angeles daily.

The *Harp*, a weekly issued in Verdun, Que., suspended publication on April 17, after an existence of six weeks. This is the fourth attempt to publish a second English newspaper in this city.

McGill Daily, published by McGill University, Montreal, issued a War Contingent Supplement early in April, which contained articles on the war and the part McGill is playing in the defence of the Empire.

Montreal *Daily Mail* and *Evening News* are running a popularity contest in which there are ten trips to the Panama-Pacific Exposition as prizes, and cash prizes for all non-trip winners. The contest closes June 19.

"I am quite well;" is the laconic postcard message received by his confreres on the Montreal *Herald* from Pte. Hal Brown of the 1st Royal Montreals, late assistant financial editor of that paper, and now at the front.

A. E. Phelan, an 82-year-old artist and newspaperman, died in Montreal, March 31, of heart failure. In his younger days he was a member of the Press Gallery at the Quebec Legislature and was an expert shorthand writer.

Among the patients admitted to the Queen's Canadian Hospital, in England, on Saturday, April 17, was Private Richard Skuse, of the 13th Battalion, Fifth Royal Highlanders. He was formerly on the staff of the Montreal Herald.

John Holland, editor of Stansted *Journal*, Rock Island, was assaulted by an hotel employee as a result of an article published in support of no-license, a campaign for which is under way, a vote to be taken shortly. Mr. Holland's assailant was arrested and committed for trial.

An attorney representing the newsboys of Montreal is endeavoring to have the Board of Control rule that magazines and periodicals are not books or merchandise but newspapers and therefore are exempt from coming under the business tax of $100 which the city authorities are seeking to impose.

ONTARIO.

Dollar Day in Thamesville was an unqualified success.

Ridgetown *Plaindealer* is conducting a voting contest.

Business conditions in Essex and Kent are reported good.

Charles Tatham, of Listowel *Standard*, has gone West to "homestead" in Alberta.

J. Miller Fairlie has revived Wiarton *Record*, which was recently suspended.

Wallaceburg *Herald-Record* has installed a linograph typesetting machine.

Jack Tait, W. Murton and E. Collins, all of the staff of Toronto *Telegram*, have enlisted.

Norman E. Farrow, formerly with Hurley Ptg. Co., Brantford, is now foreman of Smith's Falls *News*.

A. J. West, former editor *Herald and Standard*, Windsor, is joining the *Record* staff as news editor.

E. Peabody, advertising specialist, last of Montreal, has opened an office in the Citizen Building, Ottawa.

J. M. Elson, St. Catharines *Journal*, was elected president of the Reform Association of Lincoln County.

J. W. Kedwell, proprietor of Ailsa Craig *Banner*, has returned home after a month in the hospital at Petrolia.

There is some talk of *Varsity*, the student's paper of Toronto University, being made into a daily next season.

The Hamilton office of Toronto *Globe* has been moved from the Merchants Bank Building to 22 Main street east.

F. A. J. Davis, who recently took hold of the Carleton Place *Central Canadian*, has changed it to all home print.

Mr. Schefter, of Mildmay *Gazette*, has disposed of his interests in that journal to a former editor, John A. Johnson.

Charles Grafton, recently reporter on the morning *Free Press*, London, has enlisted with the 33rd Battalion, C. E. F.

John A. Auld, M.P.P., proprietor of Amherstburg *Echo*, was married April 22, to Miss Minnie Smith, of Amherstburg.

The premises and plant of the Wallaceburg *Herald-Record* were badly damaged by water during a bad fire in adjoining premises.

Thamesville *Herald* has just entered on its eighth year under its present management. Congratulations to Editor W. R. Davies.

On March 28, Windsor *Evening Record* completed its 25th year of publication. It is the only daily in Windsor and has a circulation of 7,000.

D. R. Fowler, formerly of the Welland *Telegraph*, has enlisted for overseas service, as lieutenant in the 36th Battalion, 3rd Contingent.

Toronto Ad. Club conducted a "Circus" at the Arena on April 22 an 23. On both days there was a big street parade of advertising floats, etc.

Ald. James Muir, of the Ottawa *Journal*, is mentioned in connection with the nomination for Carleton County in the Conservative interests.

Horace Falconer Jell, at one time legal editor of St. Thomas *Municipal World*, since 1913 Police Magistrate of St. Thomas, died there April 16.

Edward Grange, Toronto *Globe*, and Ald. James Muir, Ottawa *Journal*, addressed the People's Forum, Ottawa, on "The Making of a Newspaper."

Kingston *Standard* conducted a campaign having as its object the collecting of socks for soldiers. Much interest was aroused and the results were good.

Robert Batho, formerly editor of Niagara Falls *Daily Review*, has been appointed secretary-treasurer and librarian of the Welland County Bar Association.

The Dominion Department of Agriculture has commenced the publication of a new periodical called "Seasonable Hints," which will go direct to farmers.

Commencing May 1 Barrie *Examiner* will strictly enforce the paid-in-advance system in the case of all subscribers residing outside the county of Simcoe.

On Tuesday, April 6, Harvey F. Johnston, of Aldrich & Johnston, proprietors of Tillsonburg *Liberal*, was married to Miss Ruby Mae Williams, of Tillsonburg.

Ottawa *Free Press* has been specially featuring "Made in Ottawa" purchasing and has carried a large amount of original advertising in connection with the campaign.

A number of Western Ontario weeklies announce that in future remittances for subscriptions will not be acknowledged by mail, but only by correcting the labels.

Paris *Review* is conducting a World's Fair tour circulation contest. Three ladies from Paris and district will be taken to San Francisco and other Western points.

Ottawa *Citizen* has taken a forward step by discontinuing the publication of liquor advertising. Patent medicine and liquor are both under the *Citizen* ban at present.

London *Advertiser* is conducting a subscription campaign on the ballot system, and will send four young ladies on a tour to the Pacific Coast as a prize for the leaders.

George Mundy, a member of the Maclean Publishing Co. editorial staff, has resigned to go to the front, and is with the second contingent at Exhibition Camp, Toronto.

Alfred J. West, who has been editor of Walkerville *Herald and Standard* for the past 18 months, has resigned to take the position of managing editor of Windsor *Record*.

Goderich *Star* offers prizes to senior high school students for the best essays on the subject: "How the Made in Canada Movement Contributes to Canadian Development."

Frederick Wilson, assistant sporting editor of Toronto *Globe*, was the recipient from fellow members of the editorial staff of a handsome library table. Mr. Wilson was recently married.

May 1 is Dollar Day in Orillia. Practically all of the merchants will take part. 16 Dollar bills will be given as prizes to the oldest purchaser, the party coming from greatest distance and so on.

W. W. Buchanan, who died at Winnipeg a couple of weeks ago, was formerly owner of the Arkona (Ont.) *Advisor*, and afterwards editor of the Watford *Advocate-Adviser*. He left Watford in 1882.

David Williams, Collingwood *Bulletin*, has been elected President of the Ontario Library Association. He has long taken an active interest in the local library movement in his own and other towns.

Private Hal R. Gordon, of the 8th Company, Queen's Own Rifles, is a member of the staff of Toronto *Daily Star* who has reached the battle front. Mr. Gordon is 26 years old and a graduate of Toronto University.

H. B. Donly, proprietor of Simcoe *Reformer*, has been elected secretary-treasurer of Norfolk Union Fair, at a salary of $250 a year. He succeeds J. Thomas Murphy, who has held the position for 41 years.

An unusual advertisement appeared in Thorold *Post* March 19, being a full page announcing the opening of Thorold market March 27. The Board of Trade is behind the movement. The first market day was a success.

Dr. George J. Potts, who died at Clinton, April 22, in his 80th year, was for a time the editor of Toronto *Daily Leader*, the organ of the Conservative party in Ontario in the days of the Sandfield-Macdonald ministry.

The late Judge David J. Hughes, who died at St. Thomas, April 14, in his 95th year, was in his youth employed with Hon. Malcolm Cameron in the establishment of the Bathurst *Courier*, now the Perth *Courier*.

Mr. and Mrs. J. A. McKay, of Windsor, celebrated their silver wedding on Friday evening, April 9, with a bridge and military euchre party for sixty guests, given at the Country Club. Mr. McKay is proprietor of Windsor *Record*.

M. R. Winters, late city editor Windsor *Record*, who has joined the staff of No. 3 Stationary Hospital in London, was before his departure from Windsor the recipient of gifts from the *Record* staff, Daughters of the Empire and a number of friends.

W. A. Kelsey founder of Burk's Falls *Arrow*, died at Burk's Falls March 31, in his 89th year. Over 30 years ago he founded the *Arrow*, when Burks Falls was buried in the backwoods, and the nearest railroad point was Gravenhurst, 60 miles away.

Dr. Charles Sarolea, the Belgian author and war correspondent for London *Daily Chronicle*, was the guest of Toronto Press Club at dinner April 12. About 30 members of Toronto Women's Press Club were also present as the guests of their male colleagues.

E. W. Grange, who has been Ottawa Press Gallery correspondent for Toronto *Globe* for the past eight years, has been nominated as Liberal candidate for the Federal House to represent the constituency of Lennox and Addington. Mr. Grange is a native of Napanee.

T. T. Shaw, who has published the *Record* at Chesterville for 20 years past, has sold that property to Mr. Leacy, who lately sold Winchester *Press* to J. H. Ross. Mr. Shaw will shortly take over the Athens *Reporter*, which he has purchased from the estate of the late G. F. Donely.

Max. B. Cody, London representative of Canadian Press, was married on Saturday, April 10th, to Miss Verna, daughter of Mr. and Mrs. D. M. Maguire, 368 Grosvenor street, London, Rev. T. H. Mitchell, of New St. James', performing the ceremony. Mr. and Mrs. Cody have taken up residence at 81 Askin street.

On April 10 members of the Toronto *Globe* editorial staff presented H. E. Wilmott with a selected list of Canadian historical works, the occasion being his resigning from the staff to accept a responsible position with the Toronto *Daily News*. Mr. Wilmott has been Legislature reporter for the *Globe* for several years past.

Canadian Newspapermen in the Limelight



A. C. HUNT,
Who has left Regina Leader to join the John Martin Paper Co., Winnipeg, as head of financial affairs.



W. S. DINGMAN,
Appointed Vice-Chairman of the Ontario License Commission, and will retire from Stratford Herald.



M. J. HUTCHINSON,
Who assumes duties of business manager of Edmonton Bulletin on May 1st, leaving Regina Leader.

Weston Wrigley, who has been vice-president and manager of trade papers of the Commercial Press, Limited, Toronto, has severed his connection and is now associated with H. Gagnier, Limited, as general manager of the eight trade and professional papers published by that firm. Prior to five years ago, Mr. Wrigley was on the editorial staff of the Maclean Publishing Co., Ltd.

T. A. Gregg, born in Toronto 60 years ago, and a well-known newspaperman, died at Altoona, Mich., where he had gone three months ago in an effort to regain his health. He was on the staff of the *Mail and Empire* and the *World*, and was for a time connected with an Edmonton paper. The late George Gregg, who was connected with the old Toronto *Leader*, was a brother.

The partnership of Mitchell & Vanatter, publishers of Goderich *Star*, has been dissolved. Mr. Mitchell retiring to take an appointment on the staff of the Dominion Archives Department. His interest in the business has been purchased by Walter Naftel, who was for some years reporter on the *Signal*, the contemporary of the *Star*, and has latterly been on St. Thomas *Times*.

Peterborough *Examiner* offers boys who get the largest number of new subscribers each week a prize of $3. Second prize is $2 and third $1. At the close of the contest, which lasts six weeks, the *Examiner* will give a gold watch as a grand prize to the boy who has secured the highest total number of subscribers and a silver watch and a suit of clothes as second and third grand prizes respectively.

Alex. G. Donald, late of the news staff of the Woodstock *Sentinel-Review*, and former Woodstock representative of London *Free Press*, is attending the infantry school in London, with a view to obtaining a commission in the Canadian Expeditionary Force. With Wm. F. Tobey, of the *Sentinel-Review* business staff, who is also training, he was presented with a wrist watch from management and employees.

A. L. McCredie has resigned the editorship of *Canadian Countryman*, Toronto, and is going into flax farming on a large scale. He is succeeded by J. Miller, who has been a free-lance contributor to a number of agricultural papers, in addition to doing representative work for the Ontario Department of Agriculture. Prior to two years ago Mr. Miller was agricultural editor of Ottawa *Citizen*.

Robson Black, a well-known newspaperman, has been appointed secretary and editor of the Dominion Forestry Association, in succession to James Lawler, who has been appointed editor of publications for the Dominion Forestry Branch of the Interior Department, Ottawa. For the past two years Mr. Black has been doing free lance work for the magazines, and prior to that was on the staffs of London *Free Press*, Montreal *Star*, and Toronto *News*, in the order mentioned.

An odd little newspaper story comes from France. Lieut. James G. Ross, machine gun officer of the 13th Battalion, when billeted some time ago at a farmhouse in that country, found in his bedroom a number of copies of the Embro *Courier*, left there after perusal by his relative, Major R. B. Ross, transport officer of the First Battalion, C.E.F. The chances of war led two Oxford County men over the same path.

James Powell, who died at his home, 644 King street, London, on March 30, was many years ago a member of the printing staff of the *Free Press*, and afterwards foreman of the *Advertiser* newsroom. Later he entered upon editorial work, and for some time was telegraph editor of Hamilton *Spectator*. Mr. Powell was a member of long standing of I.T.U. No. 133, of London. Michael Powell, superintendent Ottawa *Free Press*, is a brother.

The sympathy of the trade will go to J. H. L. Patterson, manager of Miller & Richard, type founders, Toronto, and H. K. Patterson, manager at Winnipeg of the same firm, in the loss of their mother, Mrs. Robert L. Patterson, who died April 8 at her residence, "Fernwood," at Todmorden, a suburb of Toronto. The late Mrs. Patterson will be missed also by Toronto newspapermen for it was at "Fernwood" that the annual bowling tournament for newspapermen took place.

The will of the late Senator Robert Jaffray was filed for probate April 9. The estate is valued at $400,425, and is divided between William G. Jaffray, Toronto, and Rev. Robert A. Jaffray, a missionary in China, both sons, and the daughters of Mrs. Elizabeth Cameron, Toronto, and Mrs. Eaton, widow of Christopher Eaton, of Owen Sound. The estate is largely personal, $349,000 being represented by shares in various companies. The wish is expressed in the will that his large holdings in the Globe Publishing Company shall continue to be the property of his children, and not sold.

Hugh L. Stewart has bought back again the interest in St. Marys *Argus* which he sold a year ago to D. G. Anderson, principal of St. Marys public schools. After the transfer was made a year ago Mr. Anderson was prevailed upon to remain as principal and Mr. Stewart continued as business manager of the *Argus*. It was thought then that this would be only a temporary arrangement, but recently Mr. Anderson bowed to the wishes of the School Board and agreed to remain as principal indefinitely. Consequently he re-sold his interest in the *Argus* to Mr. Stewart and the former firm name of Stewart & Grose is resumed.

N. G. Dickson, who took over Perth *Expositor* on January 1, this year, has greatly improved the paper editorially, and is now putting out one of the most creditable country weeklies published in Ontario. In order to build up the circulation of *The Expositor*, Mr. Dickson has started a six weeks' voting campaign, in which more than $800 worth of prizes are to be awarded the winners, while each contestant who fails to win a prize is to receive 10 per cent. cash commission on her collections. A $500 Nordheimer piano is the first prize, and the other four prizes are exceptionally high-class articles. The campaign is being conducted personally by John S. Scott.

After supporting two papers for 38 years the town of Mark-

ham will in future have only one. R. J. Corsan, proprietor of Markham *Economist*, has purchased Markam *Sun* and amalgamated the two papers under the title the Markham *Economist and Sun*. Both newspapers have long histories. The *Sun* was established in 1877, and the *Economist* was issued first in 1856, and is the oldest county weekly in York County. The Markham *Sun* was established by the late George E. Chainery. Since his death the proprietors have been Messrs. Lowrey, Hall, Hicks and Reesor in turn. The *Economist* was started by the late H. R. Corsan, the father of the present manager and editor, R. J. Corsan.

J. E. Shortt, circulation superintendent of Toronto *Globe*, and altogether a member of the Globe staff in various capacities for 25 years, has resigned to accept a position as circulation manager, Toronto *Saturday Night*. At the annual delivery boys' banquet, which was held April 10, Mr. Shortt was the recipient of several gifts and there were many kind words expressed by representatives of all departments who were associated with him. The *Globe* business staff and heads of departments presented Mr. Shortt with a sectional book case and an engraved gold watch. William Everist, one of the carrier boys, made the presentation of a gold fob from his fellow members of the carrier staff. Members of the mailing staff, of which Mr. Shortt was also in charge, presented their retiring superintendent with a cut glass water set and silver tray.

Deserved Honor Conferred on Mr. Dingman, of Stratford.

W. S. Dingman, president and editor of Stratford *Herald*, has been appointed Vice-Chairman of the Provincial Board of License Commissioners, which will take over the administration of the license liquor laws in Ontario on May 5. Mr. Dingman states that he will retire from journalism as soon as arrangements can be made to that end. He says that he has accepted the appointment as a call to a high public duty. The salary that goes with the office is $6,000 a year. He has been associated with Stratford *Herald* since 1886 and prior to that he was manager and editor of Port Arthur *Daily Sentinel*, and still earlier was in partnership with his brother, L. H. Dingman, now of St. Thomas *Times*, in the publication of Strathroy *Despatch*. In 1899 he was president of Canadian Press Association. He has served in many public capacities in Stratford, as member of the Collegiate Institute Board, as Alderman and finally as Mayor in 1909 and 1910.

Death of S. J. Allen, Smith's Falls.

Samuel J. Allen, of the firm of W. H. and S. J. Allen, publishers of the Carleton Place *Herald*, died on Saturday evening, April 3, aged 55 years. For 32 years there had been no issue of the *Herald* which he had not helped to press, until the week before his demise, which came after a short illness from acute Bright's disease. The late Mr. Allen was born in Aylmer, Que., July 6, 1860, being the son of William Allen, founder of the Aylmer *Times*. With the exception of five years spent in the Government printing office at Ottawa, all the years of his business career were spent in Carleton Place. He was highly respected in his home town and by all his fellow publishers whose privilege it was to know him. His wife and one son and two daughters are left to mourn his loss. The business will be continued by his brother, William H. Allen, who was his lifelong business partner. In 43 years the deaths in the newspaper fraternity of the Ottawa Valley have been: James Poole, Carlton Place; W. J. Motherwell and Geo. Walker, Perth; A. Smallfield, Renfrew, and S. J. Allen, Carleton Place. Hon. Wm. Templeman, Hon. A. J. Matheson and G. E Neilson, also deceased, had been connected with the press of the Valley, but not continuously

MANITOBA.

Winnipeg *Free Press* donated a silver cup as first prize in a swimming competition.

Winnipeg *Free Press* is conducting a spelling bee for school children of Winnipeg. Silver and gold medals are given.

Gordon Hunter, Winnipeg manager of J. J. Gibbons, Limited, advertising agents, has been re-elected president of Winnipeg Ad. Club.

The Swan Lake *Echo* premises and plant were destroyed in a $50,000 fire which visited Swan Lake, April 21. The insurance carried by the *Echo* was $800, total loss not known.

E. H. Macklin, president of the Winnipeg *Free Press* and J. B. Persse, of Tees & Persse, wholesale paper dealers, recently returned from a month's visit to California, via British Columbia. The Panama-Pacific Exposition at San Francisco and the Exposition at San Diego were visited. Mr. Persse said one of the most common greetings in San Francisco, following a greeting, is "Have you seen the Canadian Exhibit?"

William Wallace Buchanan, well-known in this province as the Secretary of the Social Service Council of Manitoba and a prominent temperance worker, died at Winnipeg General Hospital, April 4, aged 60. He is survived by his wife, two daughters and one brother. The late Mr. Buchanan entered journalism in 1874, and was editor successively of The Watford *Advocate*, The Chatham *Tribune*, The Winnipeg *Sun*, The Hamilton *Templar*, The Winnipeg *Commercial* and the Toronto *Liberator*.

SASKATCHEWAN.

Govan *Prairie News* has installed a new press.

Wednesday, April 14, was Dollar Day in Moose Jaw.

Regina *Leader* offers free baseballs to boys for every new subscription for a period of three months.

J. O. Wheeler, printer and publisher at Pontoex, has removed to Kincaid.

Saskatoon *Phoenix* offers free admission coupons to ball games for nearest correct guess of attendance on opening day.

Mr. Kirby, formerly a partner in the job printing business with G. W. Norman, Saskatoon, has purchased the Melville *Canadian*.

The German paper *Die Deutsche Presse*, published at Rosthern, ceased publication on April 1, as the available business did not warrant its continuation.

M. L. Tuve, publisher of Cabri *Clarion*, who has spent the winter at Detroit, Minn., has returned to Cabri and will again publish the *Clarion*, which has been suspended during the winter months.

Regina *Leader* is conducting a "School Children's Coloring Competition," the idea being to correctly and neatly color several trademarks printed in a half-page of advertisements. Prizes given amounting to $100.

Langham *Weekly News* has not been published for some little time past. Publication was resumed on April 15, however, sufficient advertising having been secured to make the venture a go. Harvey Tripp, late of the Melfort *Moon*, is in charge for the proprietor, Frank S. Roullan.

The April 5 issue of Moose Jaw *Evening Times* contained reproductions of the first and last pages of the first issue of the paper, dated Tuesday, April 2, 1889. An interesting comparison with the present issues of the paper is thus presented.

With every dollar paid in subscriptions, either new or renewal, Estevan *Progress* gives its readers a key in a sealed envelope. There are three keys which will fit the lock to a box in which have been placed checks for $25, $15 and $10, which will be given to the three holders of the winning keys.

Prior to leaving his position as advertising manager of Moose Jaw *News* to succeed M. J. Hutchinson, as advertising manager of Regina *Leader*, G. H. Tyndall was presented with a diamond and pearl stick pin by his associates on the *News*, in token of their friendship and good wishes for the future.

Regina citizens are protesting to the city against the enormous advertising streamers that are being placarded on the street cars, which are municipally owned and operated. It is contended that the glaring announcements of a firm holding a "going-out-of-business sale" is injurious to the credit of the city.

H. R. Given has discontinued the publication of the *Weekly News* at Pense, and has moved his plant from that town to Dubuc. He has established the *Weekly News* at Dubuc and put out his first issue there the first week in April. The Pense paper lasted about seven months and was finally forced to close owing to lack of patronage. Prior to opening up at Pense Mr. Giffin was at Chaplin, where he owns a half-section of land. Bad crops forced him to leave there for the present.

M. J. Hutchinson, who has been advertising manager of Regina *Leader* for the past two and a half years, has resigned to accept the business management of Edmonton *Bulletin*, assuming his new duties May 1. George H. Tyndall, at present advertising manager of Moose Jaw *News*, has been appointed to succeed Mr. Hutchinson and is now in charge of the advertising management of the *Leader*. The many friends of Mr. Hutchinson will wish him continued success in his new and enlarged field of labor.

The *Saturday Press*, Saskatoon, has added the sub-title "and Prairie Farm," to its name. It will in future devote much more space to matters of interest to farmers and will go after advertising appealing to this class of readers. W. A. MacLeod, one of the founders of the paper, has rejoined the staff and is devoting special attention to building up the agricultural end of the paper editorially. T. M. Fraser continues as president and managing editor and Frank Alloway is looking after the advertising end.

Address and Presentation to A. C. Hunt.

As briefly announced in our last issue, A. Clarke Hunt, who has been business manager of Leader Publishing Co., Limited, Regina, for the past seven and a half years, has resigned, and is now with the John Martin Paper Co., Limited, Winnipeg.

On Saturday evening, March 27, the staff of the Leader Publishing Co., Ltd., tendered a complimentary banquet to Mr. Hunt, at which 120 were present. An illuminated address was presented to Mr. Hunt, expressive of the kindly esteem in which he was held by the entire staff and wishing him "God-speed" in the years to come. Jack Noonan, the oldest employee of the *Leader*, made the presentation, first proposing the toast to "Our Guest." There were

numerous other toasts, interspersed with musical and literary numbers, and altogether a very happy evening was spent. Miss Yates presented Mrs. Hunt with a beautiful bouquet on behalf of the staff.

On a later evening, Mr. Hunt was the guest of the department heads of the *Leader* at a dinner at which he was presented with a platinum and diamond stick pin.

Mr. Hunt's connection with the printing business dates back to 1890, when he commenced learning the trade in Toronto. After serving his apprenticeship he spent some time at Victoria University, leaving there in 1899 to go to Galt, Ont., where he was associated for eight years with his father in the publication of the *Reformer*. In March, 1907, he sought a new field of labor in Western Canada, and became business manager of the Leader Publishing Co., Limited, in October of that year. During the seven and a half years he occupied this position, he has seen the *Leader* grow from a very small organization to the largest employer of labor in Regina, with the exception of the Provincial Government. The output and revenues have increased in like proportions. The splendid building which the Leader Publishing Co. now owns and occupies will be a lasting tribute to Mr. Hunt's enterprise and aggressive management. On April 1 he commenced duties with the John Martin Paper Co., Limited, Winnipeg, in which firm he has made a considerable monetary investment, assuming direction of the company's financial affairs. Although one of the youngest this firm is also one of the leading wholesale paper firms doing business in Western Canada.

Mr. Hunt is succeeded in Regina by T. Burford Hooke, who has been with the company as news editor for some ten years. Mr. Hooke is a man of wide newspaper experience and is exceedingly well and favorably known in Regina among the newspaper fraternity.

ALBERTA.

Calgary *Albertan* is conducting a football competition, giving $128.50 in prizes.

Two papers, the Munson *Mail* and the Munson *Times*, are doing business in the small town of Munson.

Camrose *Canadian* has installed a No. 5 linotype and finds it a great convenience in taking care of its increasing business.

W. H. Ashley, for many years the publisher of Boissevain (Man.) *Globe*, has come to Alberta and established a bright little paper at Wabamun.

The Three Hills *Review* is a recent addition to Alberta journalism. The subscription price has been set at $1.50 and quite a good list has been secured.

Stettler *Independent* has invested in several hundred dollars' worth of new job type, and now has a job equipment which compares favorably with those in much larger places.

Magrath *Pioneer* suffered in a disastrous fire which visited Magrath March 31. The plant and office was completely destroyed and the loss was around $2,000. The owner is J. M. Ritchie.

W. A. R. Cocq has left Lethbridge *Daily Herald* and is now managing editor of Lethbridge *Telegram*. A case of pipes was presented by admiring fellow-members of the *Herald* staff. The *Telegram* is a weekly paper established a couple of months ago.

Harold G. Long, who has been news editor of Lethbridge *Herald* for more than a year past and prior to that was reporter has left to go farming. He was the recipient of a presentation from his associates on the staff. C. M. McLellan is another Lethbridge *Herald* man who has likewise gone farming. Clin G. Groff is now editor in succession to Mr. Long and Clarence Sherlock has joined the reportorial staff.

BRITISH COLUMBIA.

Cranbrook *Prospector* has again ceased publication.

Rossland *Miner* is now published as a six column, four page evening paper.

W. C. Martin is no longer connected with Hedley *Gazette*, of which he was editor and manager.

Revelstoke *Review* was recently gazetted as having being granted a certificate of incorporation. Its capital is given as $10,000.

The *Jitney Press* is the name of a weekly distributed free in Vancouver following the advent of the jitney bus. It is favored with a fair advertising patronage and of course upholds the jitney side of every question.

Work on the structure which will house the Vancouver *News-Advertiser* is proceeding apace. It will be a three-storey building, modern in every detail and planned to properly care for the needs of a daily paper and job plant.

Every employee of the Victoria *Times* was a beneficiary under the will of the late Wm. Templeman, to the extent of four week's salary to all who had been in the employ of the newspaper one year. Managers and heads of departments of course were more generously dealt with.

It is understood that Mayor Taylor, of Vancouver, is in the field of provincial politics and will in all probability head a Taylor ticket. John McConnell, formerly of Vancouver *Sun and Saturday Sunset*, and John Sully of the Civic Employees' Union, will it is said, be with the mayor on an independent ticket.

The Okanagan Press Guild, the splendid organization of the printers and publishers of the Okanagan Valley, met in annual meeting at Vernon, March 18, 19, 20. Seventy-five per cent. of the members were in attendance. L. J. Ball, Vernon *News*, was re-elected president and H. M. Walker, Enderby *Press*, was re-elected secretary.

The announcement comes from Prince George that on or about May 1 a daily paper will be started, to be called the *Daily Times*. George Hartford, an ex-Chicago newspaperman, is at the head of the company making the venture. The *Times* will be an afternoon paper, independent in politics and having regular wire and illustration services. The plant is already on the ground and a building site secured. This is the first daily newspaper to be established in the central interior of British Columbia.

Five members of the Nelson *Daily News* staff have now enlisted for active service at the front. Lindsay A. McIntyre, advertising manager, is now with the 47th at New Westminster; W. A. Curran, city editor; A. E. Graham, reporter, and R. Whitehead, head mailer, are under training at Grand Forks. Messrs. Graham and Curran were presented with military wrist watches by the *News* staff. Hubert Evans, of Toronto, and Bruce Sutherland, late of Galt, take the vacant positions on the editorial staff, and the other vacancies will be filled locally.

John Nelson, the new owner of the Vancouver *World*, is now in charge of that newspaper. It is understood that there will be several changes both in the staff and otherwise but as yet nothing definite in this regard has been announced. Associated with Mr. Nelson is R. S. Somerville as managing editor. Mr. Somerville has been on the staff of the *News-Advertiser* ever since coming to Vancouver three years ago, previous to which he was employed as editor of the Montreal *Star* and also as telegraph editor on the same paper as well as on the *Herald* of the same city before joining the *Star* forces. He is particularly well equipped for the position by his wide experience in the east.

BINDERY STATISTICS BEING GATHERED BY U. T. A.

ON MARCH 23, O. A. Koss, J. Harry Jones and H. W. J. Meyer of the Price List Committee of the United Typothetae and Franklin Clubs of America met in Milwaukee to give consideration to matters affecting the work of compilation of bindery production records, which the committee is now undertaking. The results of these investigations will be used to further increase the value of the Standard Price List, and simultaneously records will be provided those printers furnishing information that will be of great value towards increasing production in their respective plants. All printers who do any considerable amount of bindery work and who operate under a cost system, should acquaint themselves with the work of the Committee and carefully investigate its future possibilities as applied to their business. The necessity of their co-operation in this work is at once apparent if the Standard Price List is to attain its highest value as a reference work for the estimator and as a basis or guide to the manager for securing greater plant efficiency. To those wishing to assist the committee in its work, blanks will be furnished for the compilation of their own bindery production records.

THOMPSON TYPE MACHINE CO. HAVE NEW FACTORY.

THE Thompson Type Machine Company, which since its inception, in 1907, has been located at 624-632 South Sherman street, Chicago, has been compelled to move into larger quarters to take care of its rapidly growing business, and has located its factory at 223-225 West Erie street, Chicago, where a modern plant of machinery and tools is being installed. When completed, it is said it will be a model factory in every respect, equipped with the latest and best devices for the protection of the lives and health of the employees, as well as tools and appliances for the manufacture of what is admittedly one of the most wonderfully accurate mechanisms in the printing industry, The Thompson Typecaster.

The entire factory is flooded by daylight, and has been so laid out that artificial light is dispensed with entirely, except on the darkest winter days. No item which would add to the convenience or comfort of the employees has been overlooked, and the increased capacity of the new factory will enable the Thompson Type Machine Company to double its output the coming year. That even this capacity will be taxed is indicated by the sales made to date this year, which have exceeded all expectations, and are a good index of what leaven is stirring in the whole printing industry.

Sales offices are still maintained by the Thompson Type Machine Company in the Herald Building, Chicago, and the Tribune Building, New York.

PRINTERS' ORGANIZATIONS

GRAPHIC ARTS SECTION OF C.M.A. ISSUES PROSPECTUS.

A VERY clear and concise prospectus has been issued by the Executive Committee of the Graphic Arts Section of Canadian Manufacturers' Association, thereby launching a definite campaign for membership. Quite a number of firms have already joined the C.M.A. as a preliminary step to joining the Graphic Arts Section and others have promised to do so. The immediate purpose of the membership campaign being carried on now is to secure a sufficient number of members of the Graphic Arts Section to enable the Executive to call a general meeting of that Section at the time of the Annual Meeting of the C.M.A., which will be held in Toronto, June 8, 9 and 10.

The prospectus just issued sets forth the fact that although the printing industry in Canada is sixth in volume it is by no means sixth in importance and the Graphic Arts Section has been formed with a view to placing this great industry in its rightful place in the commercial family of the Dominion. Early last summer a meeting was held at which organization of the Section was effected by the election of a Chairman, and an Executive Committee and the adoption of tentative by-laws, which were later approved by the C.M.A. The further work of securing members and putting the organization on a working basis has been somewhat delayed on account of the war, but it is felt that the time is now ripe for making real progress.

The activities which will engage the attention of the Section, as set forth in the prospectus, are such as should win the support of all progressive job printers throughout the Dominion. They are as follows:

"The preparation and installation of standard cost systems through expert accountants, and furnishing supplies for the same.

"The gathering and collation of records of cost, production and efficiency in the Graphic Arts, and the publishing of information of regarding averages of these important items and special methods of efficiency and labor-saving management.

"Auditing and improving the cost systems of its members.

"Arranging for educational meetings, lectures, and demonstrations.

"In other words, the Section will endeavor to educate its members in the ethics and practices of legitimate and intelligent competition, but in no case will it fix prices or prepare estimates."

In addition to the general benefits accruing from membership in the Graphic Arts Section and participation in its activities as set forth above, each member will receive, as far as possible, personal and individual attention to his needs along lines strictly referring to the Graphic Arts, and will have the privilege of the Legal, the Tariff, the Insurance, the Transportation and the Commercial Intelligence Departments of the Canadian Manufacturers' Association.

There are at present about two thousand printing plants in Canada doing job printing, and several hundred bookbinders, electrotypers, engravers, lithographers and other allied tradesmen, and in many cases two or more of these trades are carried on by one firm.

If a membership of only twenty to twenty-five per cent. of these firms is secured the Section will have a strong self-supporting organization. A larger membership would mean more extended work and lower costs in getting results.

The cost of membership has not yet been definitely determined, but will be based on a fractional percentage of the mechanical pay-roll of each plant, with a maximum and minimum limit. The larger the membership the lower it will be possible to make the fee, which will be definitely fixed by vote of the membership at the Annual Meeting and incorporated in the By-laws.

The following officers and executive committee have been elected to look after the interests of the Graphic Arts Section until the next annual meeting.

Douglas S. Murray, Chairman, Murray Printing Co., Toronto, Ont.; W. A. Desbarats, Vice-Chairman, Desbarats Printing Co., Montreal, Que.; A. L. Lewis, Southam Press, Ltd., Toronto, Ont.; Gain E. D. Corneil, C. R. Corneil Ltd., Montreal, Que.; George H. Saults, Saults & Pollard, Winnipeg, Man.; James J. Hurley, Hurley Printing Co., Brantford, Ont.; John Burgoyne, Royal Print and Litho. Ltd., Halifax, N.S.; George H. Rose, Hunter-Rose Co., Toronto, Ont.; F. M. Kimbark, Business Systems Ltd., Toronto, Ont.

GRAPHIC ARTS BOARD OF TORONTO NEWS

THERE is very little to report for Toronto this month as business is still progressing slowly and while a few customers report that the March business was the best for several months, there are others complaining that a considerable quantity of their machinery is still covered up.

The Cost Class which has been conducted by the Board during the winter, held its last session on March 26, at which time the final examination questions were given out, and it is a pleasure to announce that every one of the students has shown considerable progress in learning the correct foundation principles of the Cost System and their application to the printing business.

Our estimating class will hold its final session this month unless there is a demand from some of the students for special sessions, in which case the manager will of course hold them if a sufficient number will promise to attend.

So far as Board members are concerned, the outlook at the present time is better than it has been at any time since the outbreak of the war, and while the printing business has not yet received its full share of the general improvement, there is no doubt that we will not have long to wait. Therefore the members of the Board feel optimistic, and are looking forward to a strenuous but quiet campaign for membership during the spring and summer, with the expectation of surely increasing the Board numerically, and strengthening its standing both in the trade and the community.—

DANIEL BAKER, Manager.

SPLENDID WORK OF MONTREAL PRINTERS' BOARD.

THAT IT pays to belong to a Board of Trade is shown by the following incident related by Chas. H. Tice, secretary-manager of the Montreal Board in a circular letter issued to the trade. The incident also shows that it is dangerous to put off making a fair increase in the charge for a publication or other regular wor.

"Some time ago a printer who had been doing a certain church publication for the past twenty odd years, asked me to go over his figures. Before he called at the office, another printer was asked to tender. I therefore asked them both to make up their figures for comparison. The printer who had been doing the publication for years said he thought he could produce same at a profit for $400. The other printer figured the job to be worth $537. After checking the prices over, my estimate was $525, which only allowed a fair profit. The figures were shown to the first printer and he had no objection to raise his price, but was afraid the job would be awarded to another house, and said there was a certain sentiment attached to this particular publication as he had printed it consecutively for so many years. After some further conversation, the price of $525 was admitted to be a fair one. The first printer said he had his letter written to accept the order at $400, but before sending same would consider the matter. Next morning he rang me up and said: "Mr. Tice, I am willing to raise my price $50, making it $450," I said: "Better make it $500; make it $500, which is 25 less than what the job is worth." He said: "I would rather quote this time $450 and next year raise it to an even $500." A few days afterwards he rang me up and said he secured the job at his price of $450. I told him that our little interview was profitable to him by $50, and possibly he could have had $100 if he hadn't been so apprehensive. The job slipped my mind for a year or two, when one day I rang him up and asked him what he was charging for the publication. He said: "$450." I said: "What about the $50

you were going to add for the next issue?" His answer was: "I forgot all about it." I presume he is still doing the publication at the old price, but am sure that with the present scale of labor he could at least raise his selling price 15 per cent. and then only make the profit he should."

Everybody Lost Money.

As stated in our last issue, Mr. Tice is issuing weekly letters to the trade of Montreal, each one of which contains a splendid story of vital interest to printers. Here is another, illustrating what the public will put up with when they can get printing slightly below cost. The story is in Mr. Tice's own words:

"Early this year we bid a hundred and ten dollars on a folder that we didn't get. We promised to deliver it in ten days. The order was given to another printer six weeks ago, and the folders were delivered last week. I made it my business to investigate, and ascertained that the man who got the order bid forty-two dollars. He has one compositor sometimes but he has never been able to keep the same compositor more than two weeks. He has to hire a new man about every ten days. He did not have enough type to set the whole job, so he farmed some of it out to another shop, and one side of the folder is different from the other. He ran the forms without slipsheeting, and part of the folders are offset in red. He noticed the offsetting and then reduced his ink supply so that the rest of the folders are off-color and nicely spotted. He folded them in such a manner that no two of them are alike. He delivered the whole lot wrapped up in a big bundle, and when the customer asked why he had not tied them in packages of five hundred each, he said it was not included in the price.

"And here are some other things that were not included: halftone ink and proper make-ready on the engravings; uniformity of color and accurate register of red and black forms; slipsheeting to prevent offsetting; uniformity of type faces; full count; guarantee of paper stock specified; expert supervision of form, style and presswork; accurate proofreading; and, most important, twenty-five days of time short on the promise.

"Who lost money on this job? The printer did, of course, because he had not figured on tabulation work and had to hire it out to get the fraction sorts. But the customer was the biggest loser because his order is not worth forty-two dollars as it stands, and he is twenty-five days behind time on his mailing date. Incidentally, he had to wrap some of the folders for storage and protection, and he is not at all proud of the appearance of the work. He can only console himself by saying: "Well, I saved sixty-eight dollars on the job, and that is over one hundred and fifty per cent." And, as he says it, he knows he lost more than money. Evidently the printer who held this job had no cost system."

Safer With Cost System.

The knowledge given users of good cost systems is a question discussed by Mr. Tice in a letter dated March 22, special attention being given to the operation of such a system under war conditions.

"Cost systems," he says, "are needed more than ever, because these are the times that try the cost system's efficiency. With the plant running on short time or with the force of employees reduced, in either case a consequent decrease in output, and with little, if any, lessening of the overhead expense, hour costs go up surprisingly. To adhere strictly to the principles laid down by the advocates of cost systems, the printer should quote increased prices, something which, because of the eagerness of competitors to obtain orders, he finds it practically impossible to do; and as he cannot get what the cost system tells him he ought to, the inclination becomes strong to ask: "What is the use of a Cost System?" and to discard it altogether. This is particularly the case with printers who adopted the system hesitatingly and have little sympathy with it, and in some of these establishments, unfortunately, it has never been correctly and effectively carried out. The believer in cost system principles knows that in such a time as the present, is when he should have a complete knowledge of the details of his business affairs. The Printers' Board of Trade has never contended that the cost system absolutely prevents price-cutting. What we have said is that a printer operating under it may, if he chooses, continue to cut prices, but that he is less likely to do so if he knows with absolute certainty that he is losing money. Probably it is not possible, under present conditions, to get orders at prices to cover hour costs as high as they are known to be, but that circumstance does not detract from the value of accurate knowledge of what it is costing to turn out the work."

U. T. A. CONVENTION REPORT PRINTED.

SEVERAL requests have recently been received at the U. T. A. National office for copies of the Proceedings of the 28th Annual Convention of the United Typothetae and Franklin Clubs of America, which indicate the value that is placed on this book as a reference work for the printer's library. The National office has on hand a limited number of the Proceedings and a copy will be mailed to any employing printer upon request.

THE PALACE OF LIBERAL ARTS AT THE PANAMA-PACIFIC EXPOSITION.

THE PALACE of Liberal Arts at the Panama-Pacific International Exposition is one of the main group of exhibit palaces and was built at a cost of $344,180. It is 475 feet by 585 feet in size and contains a floor area of 251,300 square feet.

The exhibits classed in this department include equipment and products of typography and various printing processes, books and publications, book binding, maps and apparatus for geography, cosmography and topography, manufacture of paper, photographic equipment, processes and products, instruments of precision, philosophical apparatus, medicine and surgery, chemical and pharmacal arts, musical instruments, theatrical appliances and equipment, electrical methods of communiaction, civil and military engineering, models, plans and designs for public works, architecture and architectural engineering.

Theodore Hardee is Chief of the Department of Liberal Arts. Some of the exhibits of particular interest to readers of PRINTER AND PUBLISHER are the following:—

Lanston Monotype Company, Philadelphia.

Two keyboards and four casting machines are shown in operation. New features of interest are the automatic repeater unit, automatic keyboard, an 18 pt. machine and a new appliance which casts leads, rules and borders in any size from two to twelve point and of any length. Demonstrations are given to show the speed and adaptability of the machine.

R. Hoe & Company, New York.

A new universal unit black and color press which promises to revolutionize the color printing industry as applied to newspapers, is seen in daily operation. It is designed and patented by George E. Pancoast, for many years mechanical superintendent for the Hearst publications. Three color sections are printed simultaneously, the comic, magazine and editorial, at the rate of 15,000 an hour. The installation includes twelve printing elements, each element being made up of a design cylinder, impression cylinder and inking mechanism.

Mergenthaler Linotype Company, New York.

There are five operating line-casting machines in the exhibit, one single magazine and four multiple magazine machines. There is one of the latest model multiple machines, having three decks and an auxiliary deck. Machines are all operated on demonstrating work.

San Francisco Chronicle, San Francisco.

Various samples of color plates used in newspaper work are shown including four plates made by the Ben Day process, a red, blue, yellow and a black key plate. Also shown are a matrix, stereotype plates, prints on zinc, original color drawings, a copy of the first issue of the Dramatic Chronicle and the telegraph key which was used to start the California Midwinter Fair in 1894.

Oakland Tribune, Oakland California.

The exhibit includes the evolution of a newspaper cut from the artist's drawing to the color press.

GOSS NEW YORK MANAGER IN TORONTO.

RALPH C. SEYMOUR, New York manager and mechanical engineer of the Goss Printing Press Co., was in Toronto on business one day in the early part of April and paid a visit to the offices of PRINTER AND PUBLISHER. Mr. Seymour is specially interested in the Rotary Magazine Press Department of the Goss Co. When asked regarding the progress that is being made in the printing of high grade work on coated paper from the web he said this method was perfected so far as the press construction is concerned and the difficulty that has been experienced heretofore in securing coated paper in rolls that would run satisfactorily has now been about overcome also. It appears that the use of rotary presses on high grade catalogue and magazine work is assured and methods of production of this class of work will be revolutionized.

PRACTICAL PATRIOTISM OF THE MANN FIRM.

TO SHOW how closely the war comes home to the trade in England we quote the following from an advertisement of the Mann Lithopress Co.: "Our record since the outbreak of war; 6 two-color and perfecting rotary offset machines, 29 single color rotary offset machines, 7 rotary tin printing machines, 6 direct rotary litho machines, 56 cartridge drawing presses, 25,360 parts for gun carriages, etc., 64 men with the colors." The last statement is the most significant and the most praiseworthy of all. It is typical of how keenly recruiting in the old country is affecting the printing trade in all the centres.

U. T. A. CONVENTION AT LOS ANGELES.

THE 29th Annual Convention of the United Typothetae and Franklin Clubs of America will be held in Los Angeles, September 21, 22, and 23. Members and others intending to visit the Panama-Pacific Exposition in San Francisco should bear this in mind, and so arrange their trip as to enable them to attend the Fair at the time

Hundreds of Fellow-Printers tell you that

KIMBLE PRINTING PRESS MOTORS

—do cut current bills.

—do increase the efficiency of each press—(at least 25 per cent. over line shaft drive and 20 per cent. over ordinary alternating current motor drive).

—do reduce spoilage to a minimum.

—do pay their cost in a short time by the savings they effect.

—do boost profits.

Our files contain scores of letters from enthusiastic printers voicing their approval and commendation of Kimble Motors. We'll send you copies of some and you can draw your own conclusions.

Here's a recent "bouquet"

Belleville, Ill.,
February 25th, 1915.

Kimble Electric Co.,
Chicago, Ill.

Gentlemen:

Wish to state that my plant is equipped with Kimble Motors and can't praise them high enough.

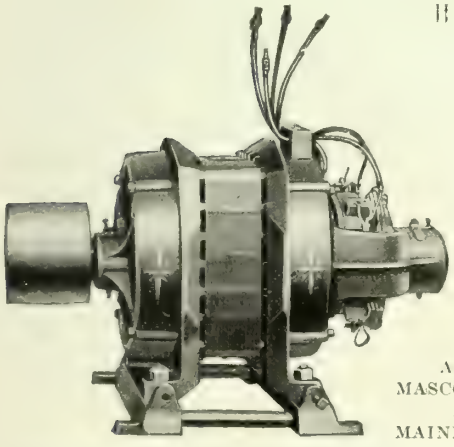
Since other proprietors have seen them work in my plant, they have followed suit and installed them in their press room. The News Democrat is the party I have reference to.

I have handed your literature over to my competitors, hoping it will do some good.

Sincerely,
Val. Hirth.

Send for copies of letters from your fellow-printers—who use Kimble Printing Press Motors. Their written expressions were given largely to let other printers know that Kimble Motors were a "good thing"—and that it pays to Kimbleize. They took time to write facts and experiences that would help you. You are keenly interested in what they have to say.

Write to-day for letters and catalog.



KIMBLE MOTORS

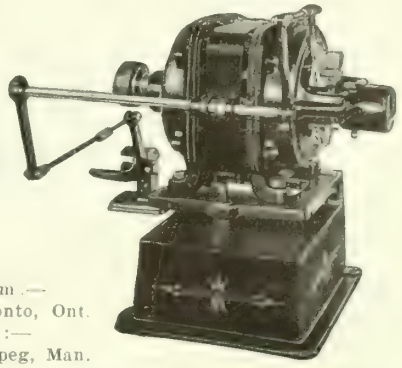
KIMBLE ELECTRIC CO.

Printing Press Motor Specialists.

CHICAGO

CANADIAN AGENTS

All points east of Port Arthur and Fort William:—
MASCO COMPANY, LIMITED, 55 Church St., Toronto, Ont.
All points west of Port Arthur and Fort William:—
MAINER ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man.



Say you saw it in PRINTER & PUBLISHER.

TRADE NOTES

RECENT LINOTYPE INSTALLATIONS.

AS NOTED in last issue quite a number of smaller offices, principally weekly newspaper publishers, are installing linotypes. This month the list of such offices is augmented by the addition of the name of Bridgetown (N.S.) *Monitor*, which has installed a Model 15, and Hawkesbury (Ont.) *Echo*, which has installed a model 5. *La Tribune*, a French paper published at Sherbrooke, Que., has installed a Model 15, making two linotypes now in use in this office, the other being a Model 4 installed some time ago.

Montreal *Gazette*, which installed a Model 9 4-decker some months ago has put in a second machine of this model. The model 9 has the largest capacity of any linotype, carrying 720 individual characters. A Toronto job office that has recently installed their second machine is the Armac Press Limited. Their first purchase was a Model 4 some years ago and they have now added a Model 5.

RELIANCE ENGRAVING CO., TORONTO, SECURES NEW PREMISES.

The Reliance Engraving Co., Toronto, is a firm that has been making very satisfactory progress since its inception about two years ago. Their premises on the top floor of the York Press Building at 64 Temperance street have now become too small for their requirements and they moved the latter part of April to the MacLean Publishing Co. building, 143 University Ave. They have secured much larger quarters on the ground floor of the old wing, and have fitted them up very well for their offices and plant. The principals in the company are Edwin Nunn and Arthur Gill.

KIMBLE MOTOR DRIVES—BROWN FOLDING MACHINE AT PANAMA-PACIFIC EXPOSITION.

IN THE exhibit of the Norman F. Hall Co., at the Panama Pacific Exposition is a No. 134 Brown Folding Machine operated by 1 h.p. single phase, variable speed Kimble Motor.

It is claimed that this type of Kimble Motor affords a 75 per cent. speed reduction (from 1200 r.p.m. to 300 r.p.m.).

This wide range of speed gives the 25 x 36 size Brown Folder in question—a speed of 3460 folds per hour, maximum, and a minimum speed of approximately 865 folds per hour.

The manufacturers point out that an added beauty of the wide speed variations is the 13 intermediate speeds, making 15 speeds in all.

The novelty of an alternating current motor with variable speeds is attracting considerable attention, and interest is divided between the Brown Folding machine itself and its Kimble drive.

INTERTYPE BUSINESS STEADILY GROWING.

THE International Typesetting Machine Co., reports an unusual extension of business. Under the general direction of Mr. Palmer, the manager for the receiver, the Brooklyn factory is working with a two-third force and the product of machines is keeping up with sales and the latter are increasing steadily. From January 1 to March 22, thirty-four Model B Intertypes, the two-magazine machine, have been sold. The sales of matrice sand parts have reached a volume exceeding all previous records in the history of the Company. The sales force is being increased, four salesmen having been put back on the receiver's pay-roll in the last month.

The selling force and other overhead expense has been adjusted to the sales and the receivership is said to be a benefit to the business, which is steadily growing and showing a very healthy condition. Mr. Adams, who is working on the reorganization of the Company in connection with the bondholders and stockholders, expects that this will be accomplished at an early date and it will leave the company in an almost impregnable financial condition.

Miller & Richard, the Canadian agents for the Intertype, are carrying a Model B on their floor at 7 Jordon Street, Toronto, for demonstration purposes.

TWO VALUABLE REFERENCE BOOKS ON ADVERTISING.

W. A. LYDIATT announces the publication about May 15th of the second edition of his "Pocket Guide to What's What in Canadian Advertising." This year, however, Mr. Lydiatt has made a change in the manner of presenting the wide variety of informatino which he has gathered and brought up to date, entailing the publication of a second volume which he has aptly called "Who's Who in Canadian Advertising." This companion book to "What's What," which was so favorably received last year, is of particular interest to Canadian publishers of newspapers and magazines. The "Who's Who" book will contain the names of between 2,500 and 2,600 Canadian national advertisers and advertisers located in England and the United States who carry on campaigns in Canadian publications. The list includes nearly 300 names of news advertisers. After the name of each advertiser the line advertised is given, and the agency placing the business, also the man to see at the office of the national advertiser. The giving of these facts should make the book of incalcuable value to newspapers who are ambitious to secure more national advertising. A separate list gives the names of all "blind" advertisers, that is, those who advertise over a trade mark or a brand or who do not give the town or city where the advertising originates in their advertisements. This list enables the publisher to get on the trail at once when copy appears in contemporary mediums and the source is not indicated by the copy itself.

The "What's What" book will contain about 300 pages, about 200 of which will be devoted to a very comprehensive collection of statistics absolutely necessary to a national advertiser in intelligently placing a campaign. Some interesting information will include such particulars as the number of dwellings in various communities, the number of births and marriages, climate in various parts of Canada, average total wealth production in the different provinces, average production per annual wage of factory employees in each province. The "What's What" Book is thoroughly revised and enlarged. One of the new sections is devoted to an article on the different kinds of copy to prepare for different mediums.

W. A. Lydiatt, 53 Yonge street, Toronto, is the publisher.

NEW McKIM DIRECTORY EARLY IN MAY.

THERE has been a little delay in getting out the ninth edition of the Canadian Newspaper Directory, which it was announced in the last issue would be out by the end of April. Advice now comes from A. McKim, Limited, the publishers, that the directory will surely be issued early in May. There is little or no increase in the number of publications, say the publishers, as the strenuous times have wiped out quite a number, thus counter-balancing the natural increase.

RECENT MONOTYPE INSTALLATIONS.

SAULTS & POLLARD, Limited, Winnipeg, have installed two additional standard monotype equipments, making their composing machinery now all monotype. Woodstock *Sentinel-Review* have installed an additional casting machine especially to handle the advertisement setting on the newspaper. The Ottawa Printing Co., Ottawa, have installed an additional Standard Monotype Equipment. Eugene Globensky & Co., Montreal, and *Le Bien Public*, Three Rivers, Que., have each installed a Standard Equipment. The monotype is proving popular for the town weeklies with job offices in connection. The Simmons Printing Co., Ottawa, have installed an additional style D keyboard. Toronto *Globe* have installed a monotype type and rule caster. This machine casts type from 5 to 36 point inclusive, from a choice of over 1,200 faces of type, borders, signs, etc., besides casting all continuous rules, leads slugs and borders. 2 pt. to 12 pt. and either high or low leads in all sizes. The automatic cutter cuts these leads and rules to any length up to 28 inches as fast as the type caster feeds it out.

The latest unit added to the monotype type caster is the continuous lead, rule and border mold for casting strips of continuous rule border, leads and slugs, leads either high or low in sizes from 2 to 12 pt. The demand for this mold is proving so great that the Monotype Company are having considerable trouble in filling the orders. The first of these molds to be installed in Canada was in the Montreal *Gazette*, who by the way were the first to instal a monotype in Canada some thirteen years ago. The *Gazette* added their sixth monotype recently and the old machine, which has been in operation over a dozen years is doing identically the same work as the new machines just installed, thus bearing out the claims of the makers, that the monotype never becomes obsolete.

"The Fashionplate of Printerdom"

The Printing Art

Established 1903

IF you are not already acquainted with this publication you should immediately send for a copy. THE PRINTING ART covers the constructive phases of printing in a more thorough manner than any other publication in the field. Its exhibits are from the best printers in the country and are suggestive for typography, design, and color scheme. The articles are by men of known reputation—those who write authoritatively on the topics discussed. The magazine is a work of art from start to finish and all of its features, whether advertising, text, or exhibits, will at once appeal to those looking for the best.

If you will mention this advertisement and send ten cents we will mail you a specimen copy. This is a special offer and should be taken advantage of at once. The regular subscription price is $3.75 per year, or 35 cents per copy, but we make this offer that you may become acquainted with the magazine.

THE PRINTING ART
CAMBRIDGE, MASS.

Building Circulation *for* Weekly Newspapers

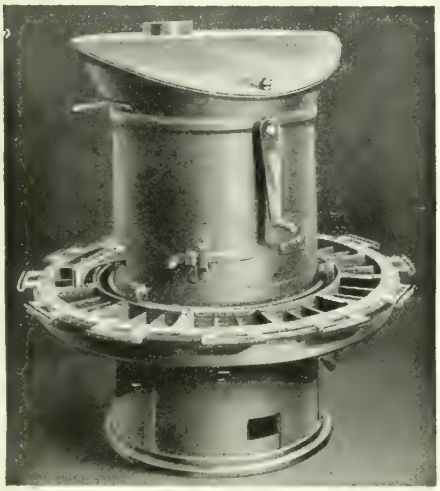


—that is my business. My system gets more new subscribers than can be secured by any other means, and collects subscription arrears often considered uncollectible — and keeps the subscriber on your list. I have a good proposition for any live publisher who values circulation. An inquiry costs nothing, and implies no obligation.

JOHN S. SCOTT
Builder of Circulations for Weekly Newspapers
DUNDAS, ONTARIO

The Automatic Metal Furnace

For Cleaning, Mixing and Recasting Linotype Slugs into Ingots



Turns a ton of dirty slugs or metal into clean, pure ingots in 2½ hours on a gas consumption of 400 cubic feet.

Continuous Hopper Top Feed. No running water required. No oxidation of the metal. Every particle of generated heat efficiently utilized. Pours from the bottom, therefore clean ingots.

Price: $125, net cash, f.o.b. factory, Newark, N.J., U.S.A., or five equal payments with interest at 6 per cent.

CANADIAN LINOTYPE LIMITED
35 LOMBARD STREET ∴ TORONTO, CANADA

Fool the Probable Advance in Metal Prices

The price of machine metals will probably take a jump very soon. Uncertainty regarding basic supplies, due to war conditions, will make the rise imperative. The logical step is to get in a goodly supply now, while you can secure them at standard prices.

Check Over Your Stock To-day

Get your machinist to figure out just how much you are short and just how much overstocking you can handle profitably until conditions improve again. Get his figures at once and write us to-day.

Hoyt metals have been the standard on two continents for over thirty-five years. Whatever machines you operate, there's a Hoyt metal made expressly for it. Get your Hoyt Metals to-day at regular prices.

HOYT METAL CO. OF CANADA
LEWIS ST. AND EASTERN AVENUE, TORONTO, ONT.

THE FLETCHER FLAT-FORME WEB PRESS.

Canadian Patent, 149,191.

British Patents 3,448, 1912, and 13,953, 1913

WE HAVE pleasure in giving the following description of a new flat-bed web press invented by W. T. Fletcher, 58 Brookvale Avenue, Belfast.

The object of this invention is to print on one or both sides of a continuous reel of paper from flat formes, and at a speed several times quicker than can be attained by feeding separate sheets of paper into a machine.

The invention still retains the flat reciprocating bed commonly used on printing machines, but substitutes a set of four cylin

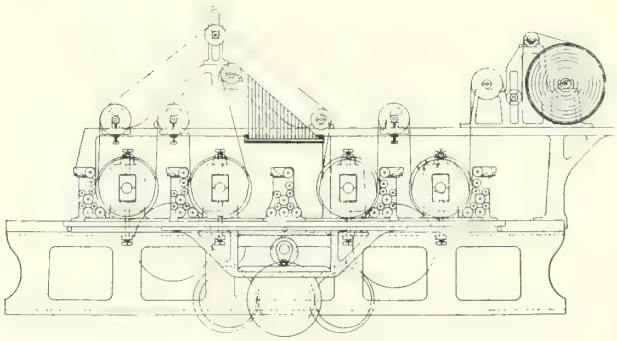


Diagram of the Fletcher Flat-Forme Web Press.

ders for the single cylinder in general use, so that the machine shall print on both strokes of the bed, first by one pair of cylinders and then by the other pair. The cylinders, working in pairs, permit the stroke of the bed being reduced by half, thereby enormously increasing the speed.

The drawing is a vertical elevation showing one side frame removed for the purpose of illustrating the bed motion and method of gearing the cylinders.

The following detailed description has reference to the drawing, and will show how these objects are attained:—

Two printing cylinders (first and second from right) revolve continuously in the one direction, and are arranged in juxtaposition to print on one side of a continuous web of paper from a flat reciprocating forme-bed; the second cylinder printing on that portion of the web missed by the first cylinder on the backward stroke.

The two cylinders (first and second from left) also revolve continuously in the one direction, but opposite direction to two previous cylinders, thus perfecting or backing the web. After being printed the paper can be cut into single sheets or run direct into a folding machine. The cylinders are of two radii. That half of the surface used for the impression is of a greater radius than the other half, in order that the forme, as it returns, may pass beneath the smaller portion of the cylinder without contact.

The machine may be used for printing either one side or both sides of the paper. When only one side is to be printed the first two cylinders are used, the paper traversing the other cylinders, and is then taken to the folder or delivered cut in single sheets.

The Bed Motion is an adaptation of the now almost universally adopted Miehle method. Any crank-driven press (such as the Wharfedale) gives varying speeds of bed and cylinder, caused by the angular displacement of the crank. Thus during impression the cylinder travels at different speeds. With the Miehle motion the speed is uniform.

The Cylinders rotate continuously in the one direction, and are so geared to give a speed for the printing stroke which is in unison with the uniform speed of the bed, and a slower speed during the non-print stroke which carries round only a sufficient length of web to equal the printed portion and the necessary margins. As with rotaries, the circumference of the cylinders decides the size of a sheet one way: as for the other way, it can be any size up to the maximum.

The Illustration is worked out on the basis of a sheet 52 x 40 in. A machine designed on the same lines can be made to perfect a double-crown sheet (20 x 30), the floor-space occupied being about half that of a double crown machine.

Speed.—The chief reason of the great speed is the short travel of the bed. The absence of ink-slabs permits of this, and the sheet being printed by two cylinders, in two halves, still further reduces the travel. Thus, to print a sheet 52-in. the stroke will only be some 32-in. A quad super royal sheet can be printed on a travel of less than a demy Wharfedale or other flat-bed. Then it prints on both strokes of the bed instead of one.

Inking.—The pyramidal system has been adopted. This does away with the necessity for slabs, enables the travel to be reduced, and increases the speed. Every part of the forme is twice rolled by two rollers.

By increasing the stroke the ink ducts can be reduced from five to two, with a corresponding reduction in the number of inking rollers.

Register.—The same shaft that drives the bed also drives the cylinders, thus ensuring perfect register.

Floor Space.—For a machine to perfect a sheet 52 x 40-in. the floor space occupied is 13-ft. 4 in. x 5-ft., and the height 6-ft. 6-in. A machine to perfect a double crown sheet would occupy 8-ft. 6-in. x 3-ft. and the height 4-ft. 8-in.

The actual impression or print is obtained without the bed or cylinders running at a surface speed much greater than that of an ordinary cylinder.

The whole machine is simple, and can be run by an ordinary pressman. This invention is the result of a prolonged study of the problem: How to attain, printing all at one operation from flat formes, a speed approaching on the rotary, and avoid its enormous cost, as well as the cost of stereotyping, and yet obtain better print.

Questions, suggestions, or criticism are invited.

"THE LINOTYPE BULLETIN" AND "LINES O' TYPE NEWS."

A particularly pleasing number of the Bulletin, issued by the Mergenthaler Linotype Co., is the March number. Part of each issue is printed on featherweight texy and part on highly-coated stock, so that a practical demonstration is thus given of the possibilities of linotype work on both soft and hard surfaced papers, for be it remembered that "each issue of the Bulletin, except for the initials and a few of the large type lines, has been composed entirely on the linotype and printed from the resultant slugs." In the March issue Chapter VIII. of "The Story of Printing Types," deals with "The Father of the Type-Founders" (Claude Garamond). There is also an article on "Beauty in Low-Cost Books," by William Dana Orcutt, and the second article of "The Story of Great Newspaper Centres," by Julius Muller.

The Bulletin, however, no longer holds the undivided attention of readers of linotype literature, for on March 20, Vol. 1, No. 1, of "The Lines o' Type News" made its initial bow to the trade. It is an orthodox four-page newspaper (in appearance), but in the matter it contains there is nothing orthodox or ordinary about it. Most of it is poetry, but all set in prose, as though nothing out of the ordinary, headings and all. Throughout the blame for the rhyming is laid on the linotype for instance: "Our linotype, beyond control, insists on setting jingle lines, it's in the cams, for on our soul, to prose our mind inclines." A leading head reads: "The foreman here is seen, that man of solemn mien, whose hand is the machine," and the story continues in the same way. The whole idea and the working out of it is quite clever, and, of course, the paper is printed from linotype slugs and presents a fine appearance.

ANGLO-CANADIAN TYPE FOUNDRY MOVING.

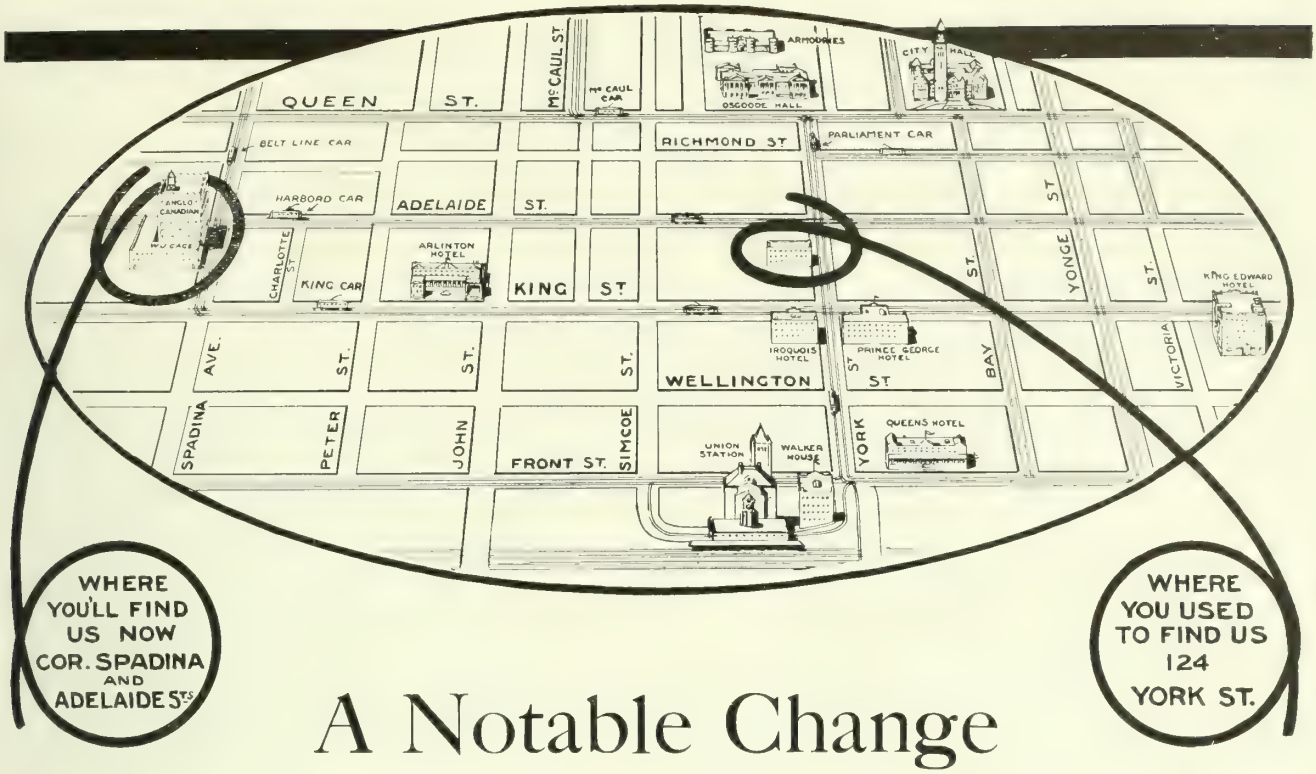
AFTER 15 years in the premises at 124 York Street, Toronto, starting there with one floor and enlarging to take in the entire three floors of the building, the Anglo-Canadian Type & Printing Machinery Co., Limited, are moving, early this month, to greatly enlarged premises on the main floor of the Darling Building, corner of Adelaide Street and Spadina Avenue. The floor space secured by the change amounts to about four times as much as was available in the old building on York Street, and in addition has the advantage of being all on one floor instead of spread over three. Plate glass windows in large numbers provide splendid light, and the Anglo-Canadian firm now have magnificent quarters for display purposes. Among the machines that will be on exhibition, set up for running, are an L. & M. two-revolution cylinder, an L. & M. offset press, and a "Strong" paper seasoning machine (a machine to prevent the expanding or contracting of paper stock which is sometimes so troubles me in close register work). The new location of the firm is an excellent one, as they are now located in what appears to be a "printer's section," judging by the number of printers and allied tradesmen in that vicinity. The premises are next door to W. J. Gage & Co., just a block north of Warwick Bros. & Rutter's premises, on the corner of King and Spadina. Under the aggressive and intelligent management of W. Gordon Montgomery, who has been manager of the Anglo-Canadian for the past four years, the firm has an excellent chance to build up a substantial business in its commodious new home.

HAMILTON ENGRAVING FIRM MOVES.

The Commercial Engraving Co., Hamilton, has rented the old Board of Trade Building at the corner of Main and Hughson Streets and will occupy their new premises shortly.

J. GEORGE BURNS GONE TO NEW YORK.

J. George Burns, for the past two years with the Fred. W. Halls Paper Co., Limited, Toronto, has severed his connection with that firm and has gone to New York, where he has a position as special mill representative. Mr. Burns was married recently.



A Notable Change in Location

OWING to the increasing need for larger and more spacious quarters, we are at present changing the location of our warehouse from 124 York St. to corner Spadina and Adelaide St., where we will have the accommodation of fully three times our present floor space.

Here we will be displaying some up-to-date appliances and machinery, including the L. & M. Offset Press and the L. & M. Two-Revolution.

We extend a cordial welcome to all interested or connected with the graphic arts to visit us at our new location. A Parliament car from the station, transferring at King St. to Belt Line car, will take you right to the door.

Call in and see us. Our 'phone number is still the same—Adelaide 1488.

ANGLO-CANADIAN TYPE & MACHINERY CO., Ltd.

SPADINA AVENUE AND ADELAIDE STREET . . . . TORONTO, ONTARIO

A Good Article to Feature in Your Paper

The Potency of Advertising

THE AVERAGE merchant in the smaller cities and towns has but a hazy idea of the power of advertising. In a vague way he realizes that advertising may be a good thing—for the other fellow. Generally he regards it as an expense—as a luxury which he cannot afford. The big fellow, perhaps, is justified in indulging his vanity in this respect, but he—has he not been in this very location for lo! these many years? Is he not known to every man, woman and child within a radius of ever so many miles? Assuredly advertising for him, he argues, would be a needless expense.

The ad-man's answer to these and every other objection raised by the doubting merchant is that within the last few years the art, or science, or business of advertising has been developed by the expenditure of enormous sums on printer's ink, until at the present time advertising is the greatest force in the economics of business.

To-day the compelling influence of advertising plants two or three pairs of shoes where aforetime but one pair flourished. Advertising puts a pianola into a home where a piano also abides. It turns the runabout into a touring car. It causes ten millions of people to masticate gum. For breakfast we have oranges kissed by the sun, desiccated cereals with which every child in the land is familiar, ham that certainly is, and coffee that answers to a name that you read in a thousand ads. You, Mr. Merchant, go to your store clothed from top to toe in garments that look out at you from the pages of every paper you read. You, yourself, in your business testify to the power of advertising when you buy and sell the most generally advertised goods. You, yourself, welcome any assistance which your wholesale dealer is willing to give you in exploiting your wares. But do you, yourself, exploit your wares? Adequately?

Suppose you attempted to run a boat against the current of St. Clair River from Detroit to Sarnia. Would you not see to it that besides having a seaworthy craft and a competent crew, you had a head of steam sufficient to stem the current?

The river symbolizes your business, the current is your competition; the crew your clerks. You are the captain, advertising is the motive power, and the money you spend is the pressure. And by no artifice can you drive your craft upstream at the fastest possible speed without keeping the pressure near to the popping point.

The amount a firm is justified in spending on advertising varies with the amount of business present and prospective; but every business under the light of the sun, which handles a human need, can spend, say, two per cent. of the gross receipts with a certainty of immediate or ultimate profit.

Any grocer would be willing to buy regular customers at $10 each. They would be cheap at that price. And any grocer who will spend $50 a year on advertising, and hasn't gained five new customers during that time, must look to his methods, his goods, or his prices for the explanation, for the fault assuredly will not lie in his advertising, if he has given it even moderate attention.

Here's another point worth noting—it is possible to spend too little on advertising. Five dollars a year spent on publicity might bring disappointing results. Fifty dollars might double itself in direct returns—while three or four hundred might be expected to be trebled in that time.

If you are a blacksmith let the owners of horses know about it. If you sell shoes say so—and keep on saying so. If you handle the wherewithal to feed or clothe people, the more you spread the news, the more grist will come to your mill.

And above all when you start to push your goods, keep your shoulder tight up against the wheel—for the public has a poor memory, and there is more commercialism, and less friendship, in business in this year of grace than there ever has been since men first began to bargain for gain.—Sarnia *Canadian.*

Type Metals

Linotype
Stereotype
Combination
Monotype
Typecaster
Monoline

Get a Good Supply Before Prices Advance

The James Robertson Co., Ltd.
142 William St. ∴ Montreal, Que.

NO doubt you are anxious to obtain your share of Poster Stamp work. The only way to make good in this line is to use "NON-CURLING" GUMMED PAPER for all classes of stamps. It costs very little more than the ordinary, and in printing it saves money.

Samuel Jones & Co.
Gummed Paper Makers
Bridewell Place ∴ London, Eng.

TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer, the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

CHAUNCEY WING
Manufacturer of the Wing-Horton Mailer and its Supplies
GREENFIELD, MASSACHUSETTS

Books on all Phases of Printing

Successful and progressive graphic-arts men are those who read books on printing.

The most complete list of such publications is published by the Inland Printer Company. This catalogue is gladly mailed inquirers on receipt of postal card. Send for a copy and select the books you need. Here are a few of the titles:

Typography of Advertisements, The. By F. J. Trezise. $2.00.

Building and Advertising a Printing Business. By Herbert H. Stalker. Cloth $1.00.

Design and Color in Printing. By F. J. Trezise. 83 pages. Paper $1.

Imposition, a Handbook for Printers. By F. J. Trezise. $1.00.

Specimen Books:
Bill Heads, 25 cents.
Cover and Title Pages, 75 cents.
Envelope Corner Cards, 25 cents.
Letter Heads, 50 cents.
Professional Cards and Tickets, 25 cents.
Programs and Menus, 50 cents.

Vest Pocket Manual of Printing. A full and concise explanation of all the technical points in the printing trade, for the use of the printer and his patrons. Neatly bound in leather, 50 cents.

Color and Its Application to Printing. By E. C. Andrews. $2.00.

Color Wheel. This chart contains eighteen colors, together with two shades and two tints of each, making in all ninety colors, shades and tints. The instruction papers accompanying the chart are written with a view of giving concise information which can be readily applied to typography. Price $1.

Human Figure, The. J. H. Vanderpoel. 49 full-page illustrations and numerous small sketches. 168 pages, 6¼ x 10. $2.

Letters and Letter Construction, with Chapters on Design and Decoration. By F. J. Trezise. 166 pages, 111 illustrations. $2.

Principles of Design, The. By E. A. Batchelder. 171 pages, cloth $3.

Electrotyping. By C. S. Partridge. 213 pages. Cloth $2.

Partridge's Reference Handbook of Electrotyping and Stereotyping. $1.50.

Stereotyping. By C. S. Partridge. Cloth $2.

Correct Keyboard Fingering. By John S. Thompson. Revised edition, 50 cents.

History of Composing Machines. By John S. Thompson. 200 pages, fully illustrated, cloth $2; flexible leather $3.

Mechanism of the Linotype, The. By John S. Thompson. Fifth edition, revised to date, including model 12. Bound in flexible leather for the pocket, $2.

Establishing a Newspaper. A handbook for the prospective publisher. 113 pages, cloth; reduced price, 50 cents.

Gaining a Circulation. By Charles M. Krebs. 60 pages; reduced price, 50 cents.

Concise Manual of Platen Presswork. By F. W. Thomas Pamphlet 32 pages, 25 cents.

Modern Presswork. By Fred W. Gage. 138 pages, cloth $2.

A Practical Guide to Embossing and Die Stamping. Cloth $1.50.

Horgan's Halftone and Photomechanical Processes. 236 pages and twenty-seven processes shown by samples in from one to nine printings. Cloth, price $3.

Photoengraving. A revision and enlargement of H. Jenkins Manual of Photoengraving. By N. S. Amstutz. $3.

The Inland Printer

the leading trade journal of the world in the Printing and Allied Industries.

This world compendium of the printing industry should be in every Canadian office.

More than 2,200 pages each year of prime educational matter pertaining to all branches of the business. The subscription price is only $3 a year for United States and Canada; $3.85 foreign.

The Inland Printer Co.
632 South Sherman St. Chicago, Ill.

Buyers' Guide

Papers for Printers, Lithographers, Binders.

ALL KINDS

Doty & Scrimgeour Sales Co.
74 Duane St. New York, N.Y.

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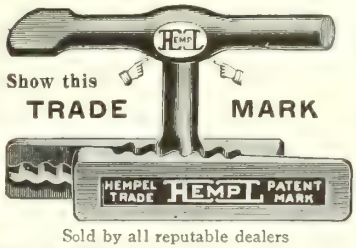
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Features for Newspapers
Est'd 1899 BALTIMORE, MD.

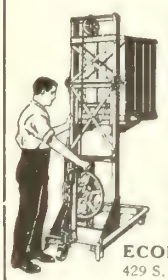
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enable one man to lift heavy boxes, bales, barrels and rolls clear to ceiling's height. Built to operate by hand, electric or pneumatic power. Portable, safe and simple.

New designs and improvements. It will pay you to get full information.

ECONOMY ENGINEERING CO.
429 S. Washtenaw Ave. Chicago, Ill.

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Meacham Addressing Machine Co., 261 Broadway, New York.

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Herman Roser & Son, Glastonbury, Conn.

BOOKBINDERS' MACHINERY.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Latham Machinery Co., 306 S. Canal St. Chicago.
Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que

BOOKBINDERS' PAPER.
Ibbotsons, Limited, 64 Goswell Road, London, Eng.

COLLECTION AGENCIES.
Canadian Mercantile Agency, 46 Elgin St., Ottawa.

COST FINDING SERVICE.
E. E. Salt Cost Finding Service, 13-21 Park Row, New York City.

COUNTING MACHINES.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Hart, R. A., 1 White St., Battle Creek, Mich.
Miller & Richard, Toronto and Winnipeg.
Redington Co., F. B., Chicago, Ill.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CUTTING MACHINES.
Oswego Machine Works, Oswego, N.Y.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
T. W. & C. B. Sheridan Co., New York City.
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Golding Mfg. Co., Franklin, Mass.

ELECTRIC NEUTRALIZERS.
De Bois Brenan Co., 23 Park Row, New York
Thompson Static Neutralizer, 16-45 Old Colony Bldg., Chicago, Ill.

ELECTRIC MOTORS.
Masco Company, Ltd., 55 Church St., Toronto.
Mainer Electric Co., Ltd., 57 Albert Street, Winnipeg, Man.

ELECTROTYPING AND STEREOTYPING.
National Electrotyping and Stereotyping Co., Adelaide St. W., Toronto.
Toronto Electrotype & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSING PRESSES.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
King, A. R., Mfg. Co., Kingston, N.Y.

FEATURES FOR NEWSPAPERS.
International Syndicate, Baltimore, Md.

GAS AND GASOLINE ENGINES.
Goold, Shapley & Muir Co., Ltd., Brantford.
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IMPRINT MATRICES.
Imprint Matrix Co., Charlotte, N. C.

JOB PRESS FOUNTAINS.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
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High-Grade Bonds

Linens, Ledgers and Writing Papers, also good bonds at a small price.

Get quotations and samples before placing your order.

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Machine Finish, English Finish and Antique Finish
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When your subscribers fail to pay, send them to us to make your money for you. **No Collection—No Charge.**

Write for terms, particulars and blank sheets to list your delinquents on.

References: Many of the leading publishers and our bankers, The Bank of Ottawa.

The Canadian Mercantile Agency
Ottawa, Ont.

Buyers' Guide

JOB PRESS GAUGES.

Megill, Ed., 60 Duane St., New York City.
J. C. Liggett, 108 Yonge St., Toronto.

JOB STICKS.

H. B. Rouse & Co., Chicago, Ill.

LEATHER PAPERS.

Ibbottsons, Limited, 64 Goswell Road, London, Eng.
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

LINOTYPE KEYBOARDS.

Thaler Keyboard Co., 505 P St., N.W., Washington, D.C.

LOOSELEAF BINDERS.

Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Dick, Rev. Robert Estate, 137 West Tupper St., Buffalo, N.Y.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Wing, Chauncey, Greenfield, Mass.

NUMBERING MACHINES.

American Numbering Machine Co., 224-226 Sheppherd Ave., Brooklyn, N.Y.
Roberts Numbering Machine Co., 70 York St., Toronto.
Wetter Numbering Machine Co., 333 Classon Ave., New York.

OILY WASTE CANS.

Justrite Mfg. Co., 336 S. Clinton St., Chicago,

PAPER MANUFACTURERS AND DEALERS.

Beckett Paper Co., Hamilton, Ohio.
Brown Bros., Ltd., 51-53 Wellington St. W., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.
Halls, Fred W., Paper Co., cor. Duncan and Richmond Sts., Toronto, Ont.
Ibbotsons, Limited, 64 Goswell Road, London, Eng.
Ideal Coated Paper Co., Brookfield, Mass.
Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.
McFarlane, Son & Hodgson, Montreal, Que
National Paper Co., Limited, Valleyfield, Que., Toronto, Ont., and Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Olive & Partington, Limited, Manchester, Eng.
Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.
Rolland Paper Co., Montreal, Que
Smith & McLauren, Cartside Works, Millikenpark, Renfrewshire, Scotland.
Ticonderoga Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.
Howard Smith Paper Co., Montreal, P.Q
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS.

Ransom Engraving Co., Winnipeg, Man.

PRINTING INK MANUFACTURERS.

Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Hellmuth, Charles, 154 W. 18th St., New York
London Printing Ink Co., 10 Camomile St., London, E.C.
Sinclair & Valentine, 233 Richmond St. W., Toronto.
Zehden, Martin, 132 Nassau St., New York, U.S.A.

PRINTING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Babcock Printing Press Co., New London, Conn.
Miller & Richard, Toronto and Winnipeg.
Manton Bros., 105 Elizabeth St., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Duplex Printing Press Co., Battle Creek, Mich.
Furnival & Co., Limited, Reddish, near Stockport, England.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago, Ill.
Walter Scott & Co., Plainfield, N.J., U.S.A.
King, A. R., Mfg. Co., Kingston, N.Y.
Hoe, R., & Co., 504-520 Grand St., New York City
Mann Lithopress Co., 59 Walker Street, New York.

PRINTERS' ROLLERS.

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

PROOF PRESSES.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Wesel, F., Mfg. Co., 70-80 Cranberry St., Brooklyn, N.Y.

SCREEN MAKERS.

F. E. Brown & Co., Leicester.

SAW TRIMMERS.

Miller Saw Trimmer Co., Point Bldg., Pittsburgh, Pa.

TYPE CASTING AND TYPESETTING MACHINES.

Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Lanston Monotype Machine Co., 406 Lumsden den Building, Yonge and Adelaide Sts., Toronto.
Linograph Co., Davenport, Iowa.
International Typesetting Machine Co., 182 William St., New York City.
Grant Legros & Co., Limited, Avenue Chambers, Southampton Row, London, England.

TYPE FOUNDERS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Keystone Type Foundry, Philadelphia, Penn.

WASTE PAPER.

Pullan, E., cor. Adelaide and Maude Sts., Toronto.
The Levi's, 100 John St., Toronto.

WOOD GOODS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Hamilton Mfg. Co., Two Rivers, Wis.
Stephenson, Blake & Co., 60 Front St. W Toronto.

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We make a specialty of **Electrotypes** from **Halftones.**
Out of town orders promptly attended to.
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VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

"FOR SALE" OR "WANT" ADVERTISEMENTS

CLASSIFIED ADVERTISING

BUSINESS FOR SALE

FOR SALE THE PRESCOTT MESSENGER, including building, plant and subscription list. Building is located in heart of the town, convenient to ferry dock; constructed of solid stone; contains three flats, steam heated throughout; plant consists of a two revolution Cottrell cylinder press, almost new; paper folder, 2 electro motors, 36-inch cutter, Monoline typesetting machine, two magazines; proof press, perforating and numbering machines; everything necessary in the way of counter shafting, pulleys and belting; 2 job presses, and an unlimited quantity of job and news type. The newspaper, subscription list and good-will may be purchased separately from the plant. The publisher has an opportunity of moving to Ottawa and entering the newspaper field there, and is not particular about selling the plant or building. Arrangements can be made to suit purchaser. Write immediately, the Prescott Messenger, Prescott, Ont.

EQUIPMENT FOR SALE

FOR SALE ONE SLIGHTLY USED BURT Peerless rotary perforator, for power; complete; good as new for all practical purposes; $200. Box 361, Printer & Publisher.

FOR SALE ONE MODERN, BELLEVILLE, Ill., embossing press; takes steel dies up to 4½x9; embosses sheet up to 16x24; automatic wipe; splendid condition; used but few months; good as new; $715. Box 363, Printer & Publisher.

FALCON JOBBER FOR SALE—A PRESS worth having. 12½ x 18½ inside chase. Solidly built and fast. 2,500 per hour, having sheet delivery attachment. Good reason for selling. If interested write Pictou Advocate, Pictou, N.S.

MAIL-LIST TYPE—ABOUT 250 POUNDS 10 point self-spacing mailer type, with logotypes and ample figure sorts. Most of it standing, ready to ship with or without slugs. Sufficient to set 3,000 addresses. At a bargain. Write Pictou Advocate, Pictou, N.S.

MONOLINE FOR SALE—RUNNING THREE years; good condition; $700 F.O.B. Kenora. Examiner Office, Kenora, Ont.

FOR SALE NO. 4 MIEHLE PRESS, MATE to one now running in London, used four months. Immediate shipment. Box 360, Printer & Publisher.

MONOLINE FOR SALE—IN GOOD WORKing condition; recently gone over by expert. No further need of it. Will sell, with parts on hand, for $350.00 f.o.b. Wiarton. The Canadian Echo, Wiarton, Ont.

TYPE FOR SALE—SPLENDID FONT 11-point, little used. Fine book font. Set 24 to 32 pages. Machine puts it out of use. The Post, Thorold.

FOR SALE—ONE ROTARY CRIMPER FOR loose leaf sheets, with micrometer adjustment, for power; made by National Printing Machinery Co.; a splendid machine and in thoroughly good working order; $220. Box 362, Printer & Publisher.

LINOTYPES—TWO AMERICAN LINOTYPES—Model 5, four magazines; Model 2, two magazines—in first-class condition, with matrices. The Herald-Western Co., Ltd., Calgary, Alberta.

WANTED

WANTED—MONOLINE OR OTHER TYPE setter. Must be in prime condition, and bargain. State terms and full particulars. Box 364, Printer and Publisher, Toronto.

CUTTER WANTED—SMALL LEVER PAPER cutter, 13 inches upwards, second-hand, in good condition. Write Box 358, Printer & Publisher, Toronto.

WANTED—RULING MACHINE, NEW OR second-hand, in first-class condition. Give all particulars and price. Star, Soo, Ont.

WANTED—A WOOD AND COAL FURNACE for remelting Linotype metal. State size, condition and spot cash price. Write promptly to Pictou Advocate, Pictou, Nova Scotia.

JOB PRINT MANAGER

WANTED BY THE WITNESS PRESS. APply by letter, giving full information as to experience, references, salary expected, etc. Must be highly recommended. John Dougall & Son, Montreal.

BUSINESS CHANCES

FOR SALE—PRINTING AND PUBLISHING business of the Zealandia Press. Complete plant and well equipped. Will sell cheap. $400 will handle. Write Box 63, Zealandia, Sask.

AN UNUSUAL OPENING FOR PRACTICAL printer or printing salesman with $1,000 to $2,000 cash. Write Box 359, Printer & Publisher, Toronto.

NEWSPAPER AND JOB PLANT—PACKED for shipment. Type mostly new, over 125 fonts; Diamond cylinder, hand power, used one year; Chandler and Price job press, 12x15; 19 inch paper cutter; stones, etc. Price $900, part cash, balance easy terms. For particulars, write Box 198, Exeter, Ont.

FOR SALE, IN WHOLE OR IN PART—A newspaper and job plant, including one Linotype, two Rogers, double feed Hoe, Campbell drum cylinder, a Pony Optimus, three plates power cutter, newspaper folder, news and job proof presses, type, cases, racks, furniture, stones, etc., etc. W. J. Taylor, Limited, Woodstock, Ont.

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Printer &
Publisher

Brass Rule Made to Order *Roller Composition and Casting*

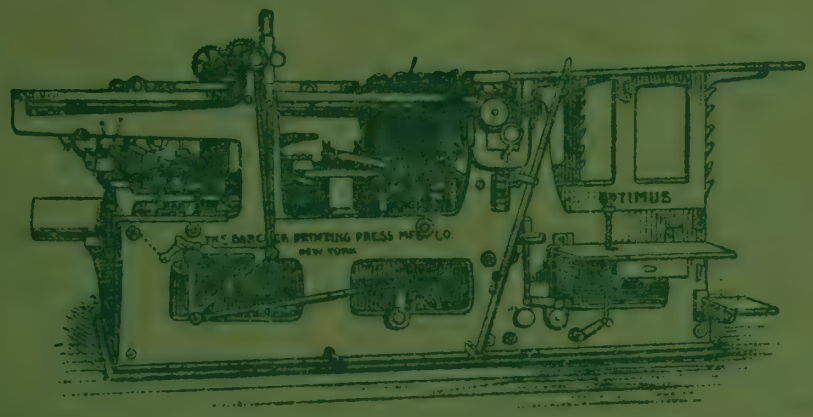
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PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal *'Phone Main 1892*

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

THE BABCOCK "OPTIMUS"



As we like to hear good news of old friends, so we like to tell of the new, distinctive features of

THE BABCOCK "OPTIMUS"

A generation ago the "Optimus" appeared at the head of the list of two revolutions. It is kept there by constant study of the needs of the Printer and unceasing effort to more than meet them. Even the "front delivery," which immediately made the "Optimus" famous, has been improved, as have many other mechanisms of the press, and the new devices for convenience and efficiency added.

Increased strength, perfect bed support, Patented Ball and Socket Bed Motion, new Roller Tracks with large steel wearing surfaces held in place by our new slider, which reduces friction, and our Patented Eccentric Cylinder Lift are a few of the many improvements peculiar to the "Optimus."

The problem of distribution is solved by our new Patented Inking Arrangement which gives **Perfect Distribution** with the greatest economy in ink and roller composition and convenience in handling.

We want to tell you more of these and other advantages of this machine. Write us and talk with the Printers who

USE THE BABCOCK "OPTIMUS"

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, 715-721 Dearborn St., Chicago, Illinois.
John Haddon & Co., Agents, London, E.C.
Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.

To
The Book and Job Printer

It needs the same kind of skill and genius to set type well by hand that it takes to set type well on the Linotype. The hand compositor who fails in appreciation of beauty of type form and arrangement fails by hand—he would also fail with the Linotype.

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS

CANADIAN LINOTYPE, LIMITED
Toronto, Canada

PRINTER & PUBLISHER

for JUNE, 1915

IN THIS ISSUE

Quality, Service, the Cost System
By W. W. Southam

Waste Paper as a Paying By-Product

Symposium on Country Correspondence

Convention Announcements

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

"Used in Canada wherever good printing is done."

THE
Dominion Printing Ink
and Color Co., Limited

J. W. ROOSEN, Pres. H. D. ROOSEN, Treas. R. E. HEWITT, Secy.

128-130 PEARS AVENUE TORONTO, CANADA

Manufacturers of

Printing and
Litho Inks,
Dry Colors and
Varnishes

The Only Manufacturers of the famous

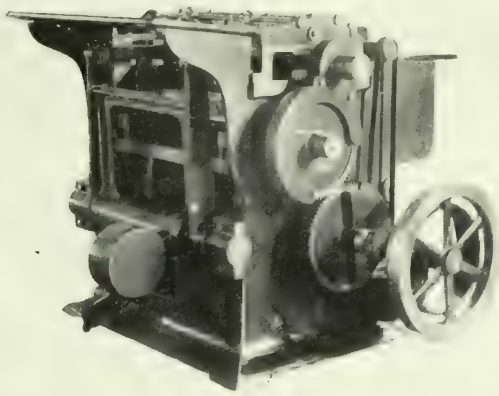
Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

We make the Blacks that Dry with a Lustre

STOCKED AND SOLD BY

John Martin Paper Co., Limited
Winnipeg, Calgary, Edmonton

Gunn Paper Co., Limited
St. John, N.B.



PREPARE TO OPERATE your Osterlind in your front window.

A great drawing card to bring you business, while at the same time producing the output of three or four gordons at the cost of operating one of them.

Be alive to your possibilities with the Osterlind Press.

See them operating in Toronto and Winnipeg plants.

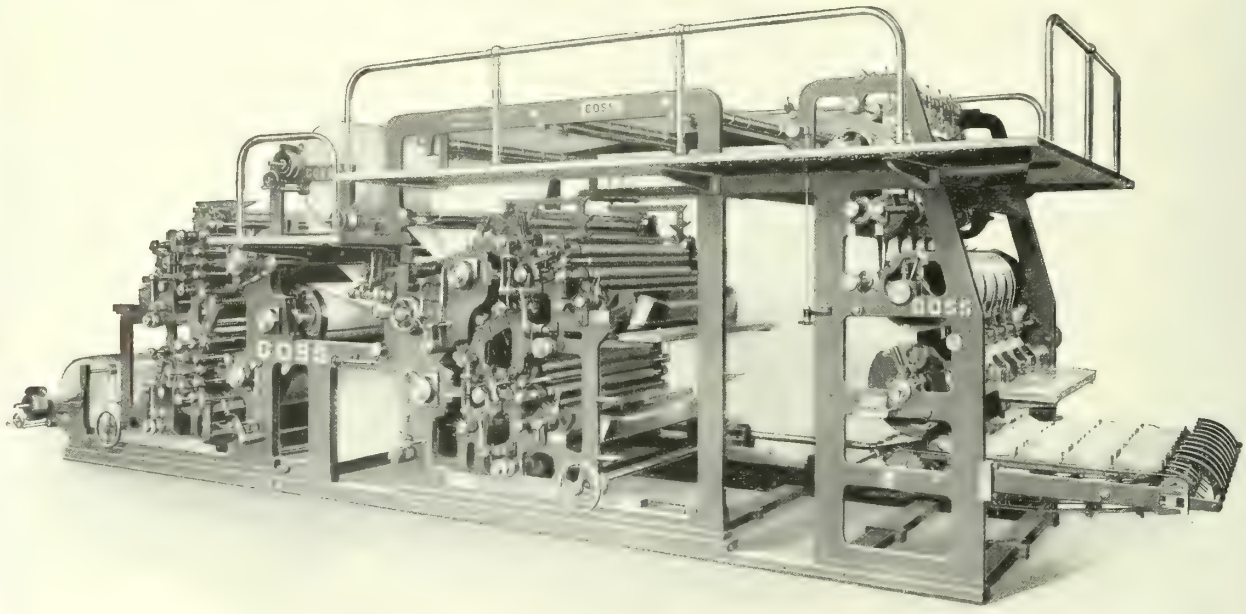
Place your order early if you want reasonable delivery.

For full particulars write

MILLER & RICHARD
TORONTO, ONT.

Say you saw it in PRINTER & PUBLISHER.

GOSS ROTARY MAGAZINE PRESSES



ROTARY WEB PRESS FOR PRINTING AND FOLDING LARGE QUANTITIES OF SIXTEEN-PAGE SIGNATURES, COMPLETED OR READY FOR MACHINE GATHERING

Mail Order Catalogue and Magazine Printers and Publishers

Did you ever consider what you could save by having your publications printed and folded on a Goss Magazine Press built to meet your needs?

Half-tone and color work that has surprised printing experts is being produced on Goss machines.

Goss Magazine Presses are making money for many printers and publishers—why not for you?

Let us know your requirements.

THE GOSS PRINTING PRESS CO.

CHICAGO, ILLINOIS
MAIN OFFICE AND FACTORY:
16th Street and Ashland Ave.

NEW YORK CITY
METROPOLITAN BLDG.
No. 1 Madison Ave.

Say you saw it in PRINTER & PUBLISHER.

End Ink-Waste To-day

You can't prevent the skinning and shrinking of ordinary inks in your tins and press fountains. But you *can* put a positive check to the loss thus created by the use of our

GUARANTEED

NON-SKINNING INKS

Non Skinning inks give you every ounce of ink value you pay for. To the last drop they remain as fresh and free from skin as when can was first opened.

Take a look into any of the tins in your cabinet to-day. Notice the thick, rubbery skin on the surface of the ink. Pure ink gone to waste.

Reckoned on the basis of a year's supply, wouldn't the prevention of such skinning and shrinking constitute quite a saving in your press-room?

Decide to end this ink waste in your press-room to-day. Write now for trial order.

NOW is the TIME to Get Your SUMMER ROLLERS

The mild Summer days are just here, when you will have no end of trouble, lost time and poor work in your press-room if Winter rollers are still in use.

Our rollers are noted for their resiliency and easy working qualities at any Summer weather.

Look out your cores to-day, and send them to the nearest of our three factories.

The AULT & WIBORG CO. of CANADA
LIMITED

TORONTO MONTREAL WINNIPEG



TRADE MARK

This design is a guarantee of quality.

ART PHOTO BOOK

"A WHITE ART PAPER" AT A BIG SAVING IN PRICE

Send for four-page form, showing the excellent printing qualities for half-tones and color plate work.

Stocked in all regular sizes and weights.

Made in Canada by

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO MONTREAL WINDSOR MILLS, P.Q.

Colored Papers a Specialty

"Roberts" Typo Numbering Machines

SIMPLEST—STRONGEST

BEST IN THE WORLD

Cleaned in One Minute Without Removing a Screw

More than 250,000 in Use

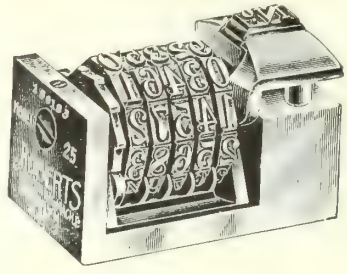
Are You Skeptical?
Order One and be Convinced!

In Stock and For Sale by All Type Founders

BRANCHES:
TORONTO - - CANADA
LONDON - - ENGLAND
MANCHESTER - ENGLAND

The Only Typo Numbering Machine Made on the Point System.

Model No. 25



№ 12345

$5.00 Model 25 5 Wheels — $6.00 Model 26 6 Wheels

SIZE: No. 25, 5 Wheels, 64x108 points
No. 26, 6 " 64x118 "

The Best — yet the Cheapest Typo Numbering Machine Made

Both models have plungers with removable No.-slides; therefore slides engraved with any letter can be used when required, and the unnecessary expense of buying a new plunger for each and every letter is eliminated, saving nothing of the time one saves in making such changes, as all slides may be removed without taking machines from forms.

These models have the same patented features and superior construction as the machines manufactured by us under the former name of

"Bates Typographic Numbering Machines"

which should be sufficient guarantee of quality and simplicity.

Buy through our Canadian Branch and SAVE DUTY

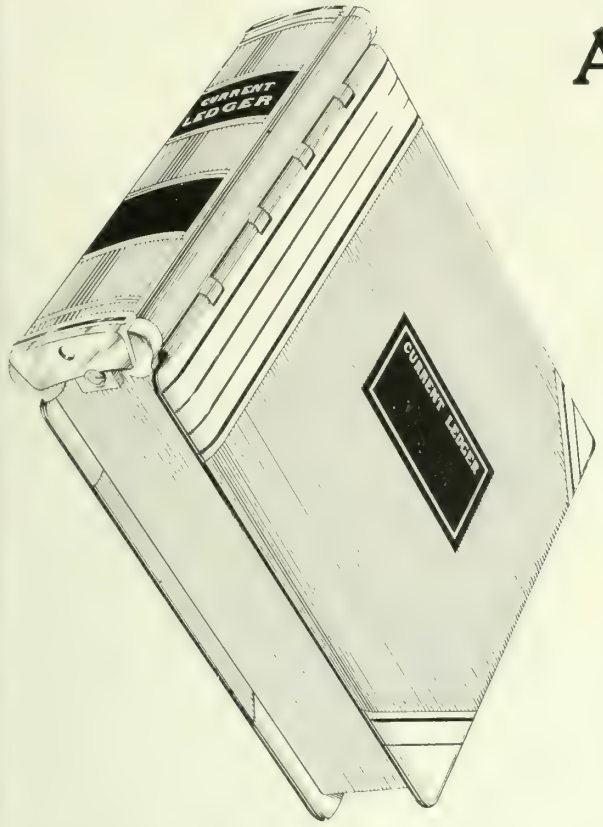
New Address for Canadian Branch Office
110-112 CHURCH ST., TORONTO

$3.50 Each of the above Machines with SOLID CIPHER WHEELS can be had for **$4.50**

THE ROBERTS NUMBERING MACHINE COMPANY

696-710 Jamaica Ave. Successor to The Bates Machine Co. BROOKLYN, N. Y.

Say you saw it in PRINTER & PUBLISHER.



A Question of True Economy

CURTAILMENT OF EXPENSES

is vital to the interests of every printer and publisher in Canada at this time as never before. But in no case is true economy more apparent than in materially adding to your plant and operations at no cost whatever to you. Regardless of present conditions, business will still go on and in many cases in increased capacity. And the men in your town will be better prospects than ever before for reputable loose-leaf devices that ensure a saving of both time and money.

Then why not handle NOW the loose-leaf business of your locality? Why not add an efficient loose-leaf department to your plant especially when you can do so without extra cost and the bother and expense of overhead charges?

Just let us bear that for you, and also back you up with the facilities and service of our modern, well-equipped plant.

Write us TO-DAY for full particulars of our special plan whereby you can conduct a profitable loose-leaf business in your town without cost to you whatever.

PRINTERS' SPECIALTIES, Limited, Toronto, Ont.

Goes Goes

ESTABLISHED 1879

GOES

Line of Lithographed

BLANKS OF QUALITY AND PRINTERS' HELPS

comprises

STOCK CERTIFICATES - BONDS - DIPLOMAS

CORPORATION RECORD BOOKS.

1916 - CALENDAR PADS - 1916

ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, PRESIDENT.

Goes ADDRESS DEPT D.J.T. SAMPLES AND PRICES ON REQUEST. Goes

Say you saw it in PRINTER & PUBLISHER.



Enduring Satisfaction

WHILE the AUTOPRESS, worked but a few days on your floor, will convince you that the machine is a most wonderful money-maker, yet it is the test of time that tells the true story. Read the two following letters from Mr. A. B. Chaffee, President, The International Railway Publishing Co. Ltd., Montreal, Canada:

THE FIRST LETTER.

GENTLEMEN: March 4th, 1913.

The AUTOPRESS installed in our plant one month ago is at work every day, and has been given a thorough test on many classes of work. It has done all you claim for it and has really done more. Our pressman, who had never seen an AUTOPRESS before, has had no trouble in handling any kind of work and has turned out as much on the AUTOPRESS as he could have done on four other presses with four feeders. The register, distribution and impression of your press has enabled us to do work that could not be done on other job presses. It is a wonderful little machine, and a money-maker for printers.

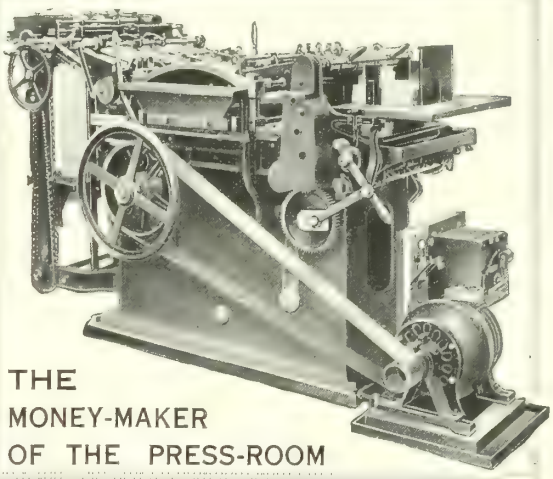
A. B. CHAFFEE, President.

THE SECOND LETTER,
written two years later.

GENTLEMEN: Feb. 25th, 1915.

Yesterday we paid the last installment due on the Model A AUTOPRESS which we purchased from you some time ago, and it is with much pleasure that we complete this transaction with you. The press has been in daily operation since it was installed and has paid its way. In my experience in the printing business I have not had such a money-earner and a machine of such versatile operation. With feelings of great satisfaction in the dealings with your Company, I am

Yours truly,
A. B. CHAFFEE, President.



THE
MONEY-MAKER
OF THE PRESS-ROOM

The Model A Autopress

11x17 size of sheet.

Model C, 13x19 size of sheet
Model CC, 14x20 size of sheet

Sold f. o. b. New York, and on easy terms.

AMERICAN AUTOPRESS COMPANY

(INCORPORATED)

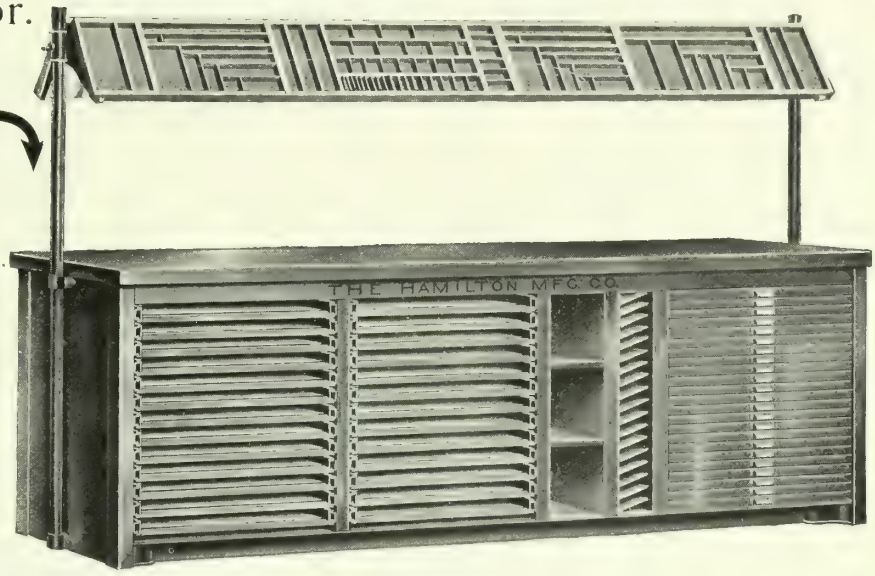
110-112 West Fortieth Street, NEW YORK CITY

CHICAGO	SAN FRANCISCO	PHILADELPHIA	RICHMOND, VA.
401 S. Dearborn St.	Phelan Building	1011 Chestnut St.	16 N. 14th St.

EVERY CLAIM

we have ever made as to the saving in composing-room costs effected by Hamilton Steel Equipment has been considerably under the actual results accomplished by Hamilton Equipment in printing-offices where the saving has been carefully accounted for.

Here is a piece of Hamilton Steel Equipment in the office of the Miami Union Publ. Co., Troy, Ohio, and here is the letter telling of the 52% saving effected by it. Think of it!



The Miami Union Publication Company
PRINTERS AND PUBLISHERS
H. A. FAULY, President
A. C. McCLUNG, Manager
TROY OHIO

(May 15, 1915)

The Hamilton Mfg. Co.,
Two Rivers, Wis.

Gentlemen:-

We are more than pleased with the 10 ft. Steel Newspaper Make-up Table purchased thru one of your dealers recently.

Our figures show that this Make-up Table saves an average of at least thirty minutes each day at a time when every moment is precious. This means a saving of a half hour on the time of the four employees required on the make-up and press work of our daily edition.

This saving in actual wages without any allowance for overhead charges represents an annual return of 52% on the cost of the steel Make-up Table and makes it, in our opinion, one of the most profitable pieces of equipment we ever installed.

We will be pleased to show this equipment to interested persons at any time and can easily demonstrate its dividend producing qualities as above outlined.

Yours very truly,

THE MIAMI UNION PUB. CO.
A. C. McClung, Manager.

Mo.

This big piece of equipment, made especially to fit the customer's requirements, pays for itself every two years. What other investment will earn as much in a printing-office?

Being made of enduring steel, it will last a life-time and, the construction being on the famous Hamilton Unit System, it can be kept always at the maximum efficiency, because the component parts can be rearranged any time that changed conditions demand.

The Hamilton Unit System is thoroughly explained in an attractive broadside.

SEND FOR YOUR COPY

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. Eastern Offices and Warehouse, RAHWAY, N.J.

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited — Toronto, 70 York St.; Montreal, 345 Craig St. W.; Winnipeg, 175 McDermott Ave. E.; Calgary, Alberta.; Regina, Saskatchewan.; Rex A. Hand, Representative for Maritime Provinces and Newfoundland, c|r Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Richard, Toronto, 7 Jordan St.; Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York Street, Toronto.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

Wilson-Munroe Co., Limited
TORONTO

We now carry full stocks of "Rolland's" New Line

CANADIAN LINEN BOND

Manufactured expressly to meet the demands for a high-grade sheet to come in between their Earnscliffe and Superfine Linen Record Qualities—specially suitable for Correspondence Papers, Insurance Policies, etc. Let us send up sample sheets of this new line.

We would remind you that we make a specialty of

"ROLLAND" HIGH-GRADE PAPERS

(MADE IN CANADA)

and carry large stocks of all their well-known lines with ENVELOPES TO MATCH.

Superfine Linen Record	White, Azure, Buff
Earnscliffe Bond and Ledger	White, Azure
Empire Linen Bond	White, Tints
Crown Linen Laid	White, Azure
Colonial Bond and Ledger	White, Azure, Tints

¶ Prompt shipment of all orders at all times.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

Say you saw it in PRINTER & PUBLISHER.

Help Your Customer Get More Effective Stationery

His business to-day is done largely by letter. These little representatives must convey his message just as he intended it and to men he has never met.

Stationery that was considered good five, three or even two years ago, would be harmful in business to-day.

Superfine Linen Record
White, Azure and Buff

Earnscliffe Linen Bond
White and Azure

Earnscliffe Linen Ledger
White and Azure

Standard Pure Linen
White

Empire Linen Bond
White and Five Tints

Colonial Bond
White and Five Tints

and our new line

Canadian Linen Bond

or any of the Rolland lines gives to your customers stationery and individuality and distinction that wins his appreciation — and incidentally, makes sure of his repeat orders. There's a Rolland line exactly suited in quality and price to every requirement.

Rolland lines are all "Made in Canada."

Write your wholesaler to-day or send direct for complete samples.

THE ROLLAND PAPER CO., LIMITED

General Offices:
142 St. Paul St. W., Montreal

High-Grade Paper Makers

Mills at St. Jerome
and
Mont Rolland, P.Q.

Books on all Phases of Printing

Successful and progressive graphic-arts men are those who read books on printing.

The most complete list of such publications is published by the Inland Printer Company. This catalogue is gladly mailed inquirers on receipt of postal card. Send for a copy and select the books you need. Here are a few of the titles:

Typography of Advertisements, The. By F. J. Trezise. $2.00.

Building and Advertising a Printing Business. By Herbert H. Stalker. Cloth $1.00.

Design and Color in Printing. By F. J. Trezise. 83 pages. Paper $1.

Imposition, a Handbook for Printers. By F. J. Trezise. $1.00.

Specimen Books:
Bill Heads, 25 cents.
Cover and Title Pages, 75 cents.
Envelope Corner Cards, 25 cents.
Letter Heads, 50 cents.
Professional Cards and Tickets, 25 cents.
Programs and Menus, 50 cents.

Vest Pocket Manual of Printing. A full and concise explanation of all the technical points in the printing trade, for the use of the printer and his patrons. Neatly bound in leather, 50 cents.

Color and Its Application to Printing. By E. C. Andrews. $2.00.

Color Wheel. This chart contains eighteen colors, together with two shades and two tints of each, making in all ninety colors, shades and tints. The instruction papers accompanying the chart are written with a view of giving concise information which can be readily applied to typography. Price $1.

Human Figure, The. J. H. Vanderpoel. 49 full-page illustrations and numerous small sketches. 168 pages, 6¼ x 10, $2.

Letters and Letter Construction, with Chapters on Design and Decoration. By F. J. Trezise. 166 pages, 111 illustrations. $2.

Principles of Design, The. By E. A. Batchelder. 171 pages, cloth $3.

Electrotyping. By C. S. Partridge. 213 pages. Cloth $2.

Partridge's Reference Handbook of Electrotyping and Stereotyping. $1.50.

Stereotyping. By C. S. Partridge. Cloth $2.

Correct Keyboard Fingering. By John S. Thompson. Revised edition, 50 cents.

History of Composing Machines. By John S. Thompson. 200 pages, fully illustrated, cloth $2; flexible leather $3.

Mechanism of the Linotype, The. By John S. Thompson. Fifth edition, revised to date, including model 12. Bound in flexible leather for the pocket, $2.

Establishing a Newspaper. A handbook for the prospective publisher. 113 pages, cloth; reduced price, 50 cents.

Gaining a Circulation. By Charles M. Krebs. 60 pages; reduced price, 50 cents.

Concise Manual of Platen Presswork. By F. W. Thomas. Pamphlet 32 pages. 25 cents.

Modern Presswork. By Fred W. Gage. 138 pages, cloth $2.

A Practical Guide to Embossing and Die Stamping. Cloth $1.50.

Horgan's Halftone and Photomechanical Processes. 236 pages and twenty-seven processes shown by samples in from one to nine printings. Cloth, price $3.

Photoengraving. A revision and enlargement of H. Jenkins Manual of Photoengraving. By N. S. Amstutz. $3.

The Inland Printer

the leading trade journal of the world in the Printing and Allied Industries.

This world compendium of the printing industry should be in every Canadian office.

More than 2,200 pages each year of prime educational matter pertaining to all branches of the business. The subscription price is only $3 a year for United States and Canada; $3.85 foreign.

The Inland Printer Co.

632 South Sherman St. Chicago, Ill.

VISUALIZE THIS:

A house organ sixteen pages and cover, size 4⅝ x 5⅞, printed in two colors on

Utility-Accord

The inside cut from 25 x 38-60—four books to a sheet. The cover cut from 20 x 25-60— eight books to a sheet.

Money-saver envelopes cut from 25 x 38-60—four thousand to the ream.

The cover, inside and envelopes, all a perfect match.

One of the seven attractive shades can be used month after month, or colors can be changed each month, according to the fancy of the publisher.

A number of the most attractive house organs published to-day are printed on Utility-Accord, because it is recognized as the best stock made for the purpose.

Samples, dummies and printing suggestions submitted on request.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.



A Business Convention With A Spice of Good Fellowship

The Associated Advertising Clubs of the World will hold their Eleventh Annual Convention in Chicago from June 20 to 24

The distribution problems of the fields represented by this publication and other trade and technical journals will receive particular attention.

This convention will surpass those of previous years in size, in thoroughness, in scope and in results. The great war has broken down walls and built new ones. It has rearranged existing markets and has created new ones. The problem constantly before every wide-awake business man is, "How can I meet new conditions; how can I profit by them?"

These questions will be discussed from every one of their thousand and one angles by some of the brainiest merchandising men in the country. They will be analyzed in the broad sense in the general discussions and in detail in each of the various departmental meetings.

The convention won't be all work and no play. The lighter side of life, social frivolity, won't be neglected, but won't be overworked. Good fellowship and a spirit of jovial comradery have always been an important part of our conventions.

There will be entertainments, shows, pageants, receptions, auto drives, lake trips, and luncheons and shopping visits to the famous State Street shops for the ladies. Bring your wife, daughters and sisters. The programme has been arranged so that visitors can combine education with recreation.

President Wilson, conditions permitting, will head a notable array of speakers. Hon. W. J. Bryan, John Fahey, Henry Watterson, George Horace Lorimer and Arthur Brisbane will be among the others heard.

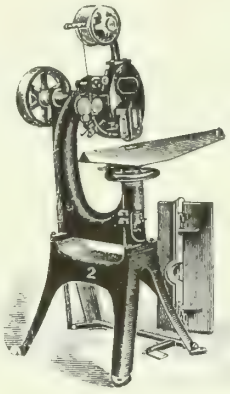
Remember the date—June 20-24, the place—Chicago, and be there.

For special information, address the Convention Bureau, Advertising Building, 123 Madison St., Chicago.

PRINTER & PUBLISHER, 143 University Ave., Toronto

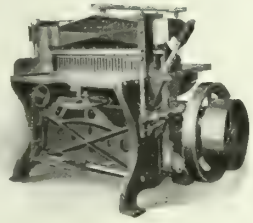


The Secret of Good Buying is to be Well Informed



In looking over your equipment you will be astonished to find how out of date some of your machines may be. In this case the live ones will immediately investigate the latest machines on the market that can replace the older, less efficient machines, not of necessity with the idea of immediately purchasing, but in order you may get thoroughly posted while you have plenty of time as to which is the best of all machines on the market for you.

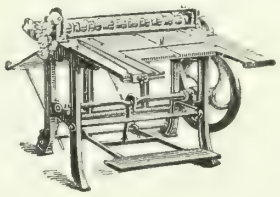
Tell us your problem; we'll be glad to help you.



THE J. L. MORRISON CO.

Bookbinders' and Printers' Machinery and Supplies

445-447 King St. West - TORONTO



PRINTERS' ROLLERS

The rapid fire method of making Printers' Rollers is the Gatling Gun system. Our battery of Gatling Guns is complete. Our aim is always to give you complete satisfaction. Careful selection of raw materials, an efficient plant, and years of experience, combined with a capacity for accuracy, together guarantee you the perfection of the Roller Maker's Art.

CANADA PRINTING INK CO., LIMITED

15 DUNCAN STREET ∵ ∵ TORONTO, CANADA

Wizard Black, $1.00

National Black, 75c.

Standard Black, 50c.

S. C. Black, 25c.

Weekly Black, 10c.

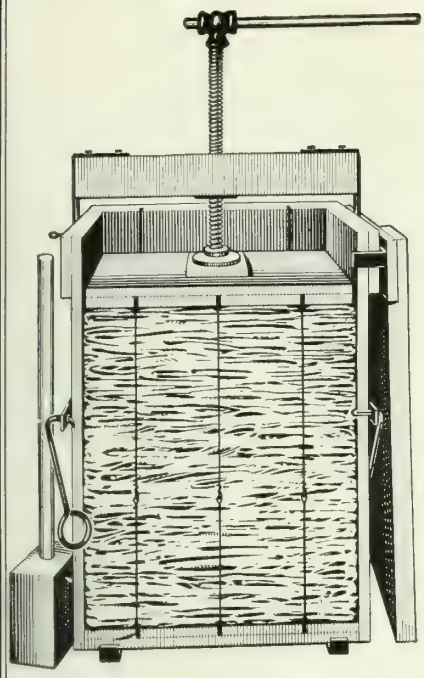
Every one at the head of its class.
Working qualities absolutely guaranteed.

SINCLAIR & VALENTINE COMPANY
TORONTO **OF CANADA, LIMITED** WINNIPEG



We will
be pleased to
have you visit us
at our
New Premises
143
University Ave.
The
Reliance
Engraving Co.

Say you saw it in PRINTER & PUBLISHER.



Baler
Luxury
turned into
Baler
Necessity
by our Prices

$17.50, $19.50, $23.00

STEPHENSON, BLAKE & CO.
60 FRONT STREET WEST TORONTO

Lead Mould Electrotypes

TRADE MARK **Made in Canada** TRADE MARK

Owing to the demand for high class electrotypes, and to save our customers sending their half tones to the States for lead moulded reproductions, we have purchased from R. Hoe & Co. a 1,000 ton pressure automatic hydraulic lead moulding press. Wenowguarantee to produce plates equal to those obtained anywhere and save our customers time, express and duty.

Montreal Electrotype Co., Reg'd
MONTREAL

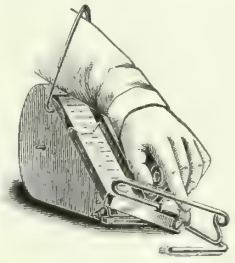
WOOD TYPE

GERHARDT'S Wood Type is guaranteed to be of uniform height. Made in any size desired in any assortment of characters. Material the best selected and hardest end-grain rock-maple. Lasts a life-time.

Wood Type is light in weight and much better than metal. My prices are lower than elsewhere.

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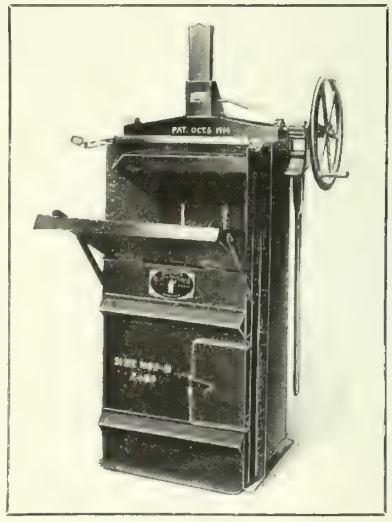
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Spadina Avenue and Adelaide Street, Toronto

PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

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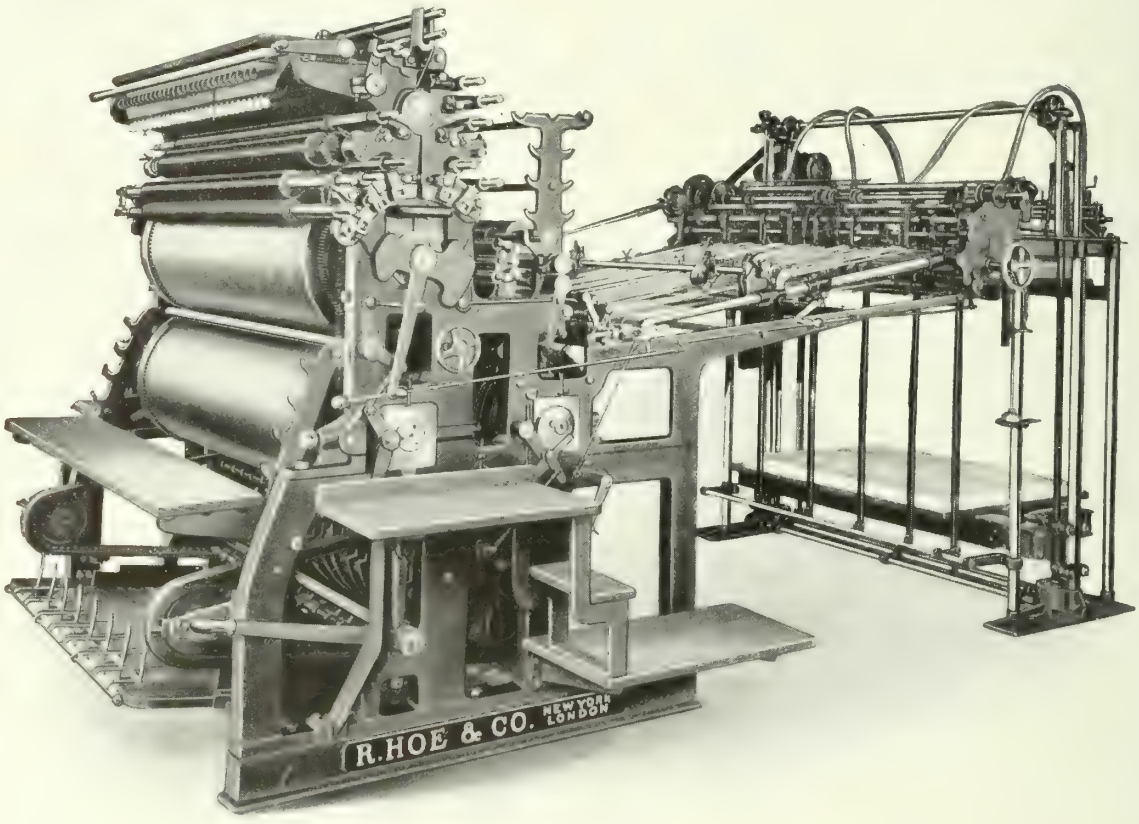
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PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

A Good Trio---Quality, Service, the Cost System

By W. W. Southam

Manager Southam Press Limited, Montreal

Editor's Note.—In this article, the second in the series on "Quality and Service Not Price the Deciding Factor," the well known manager of another of Canada's leading printing establishments frankly tells his experiences for the benefit of his fellow craftsmen. Mr. Southam again makes it clear that it is futile to endeavor to secure business on the basis of quality and service, without price, unless a dependable cost system is in operation. Confidence is the basis of all orders given without definite price and a complete and accurate record of costs is essential to securing and holding that confidence on the part of the buyer of printing. The illustrations which form part of the article serve to illustrate typical examples of quality and service in printing, as practised by Southam Press, Limited, Montreal.

I AM going to give you one instance to show that *quality* and *service* are of very great importance to the printing industry.

Last year we were approached by a large buyer of printing in the city of Montreal and we were asked to produce a catalogue. This catalogue was of a very intricate nature and they laid their specifications before us and asked us if we could do certain things in a certain time. This, after careful planning as to our responsibilities and theirs during the course of production, we advised them that we could do. They then gave us the word to go ahead with the job.



W. W. SOUTHAM.

They had an idea as to how much money they desired to spend that year on this catalogue; this amount I am not going to specify here as it is not necessary. We advised them that the amount they had appropriated would not in any shape or form pay for the production they wanted. Nevertheless they gave us the job to go ahead with and it was not for possibly two weeks later that they asked us to give them a rough idea as to what the production would cost. At that time we estimated, as near as we could, what it would cost and this was just four times the amount that they had appropriated. When we went to them with our figures they still stuck out for the quality they wanted, did not attempt to cheapen any of the work but were simply looking for high-class production and they still gave us the word to go ahead.

During the course of the building of this catalogue, the size was doubled in the number of pages from the original specifications, the time limit was cut down one week and this man actually paid us six times as much as his original appropriation, secured the kind of production he wanted and secured it a week earlier than the original time specified. After delivering the job to him he very kindly wrote us a letter to the effect that it was the best production in his line of business that he had ever seen and that he was more than satisfied.

I do not think that I can give you a better illustration of selling printing on quality and service combined than this that I have given you here. The price with this man was absolutely a secondary consideration. While he kept in touch with the increased cost as it went along, on account of the extra size being added to the catalogue, he did not treat this in any other way than as a secondary consideration.

A TRIBUTE TO THE COST SYSTEM.

Our business is very largely made up of productions of this kind. We have secured a great deal of detailed information on handling printing, and it is our firm belief that the man who really wants production in printing, that is as regards quality and service, will pay a fair price for the work. I think about the biggest "backer" that we have for our sales staff in inducing customers to buy from us without working for a price, is our *cost system* and this, as you doubtless know, is the standard cost finding system for the printing business.

It is a fact that Southam Press have secured a reputation for dealing fairly with their customer and in conse-

quence the various people that buy from us have confidence in not only our productions and service but in the prices that we charge. Once in a while we find that a customer will say to us our charges are too high and I can quite see how they will say this, for the reason that there are a great many printers that have not a cost system and cannot say just what their work does cost them. In consequence, when competition gets very keen, our charges here and there look high but when a case of this kind happens to us, we either have the customer come to our office and see our dockets and the way we handle our cost system, or take the last docket down to him, show him what it cost us and what we charged him, and I do not remember one instance where we have lost a customer by doing this. This simply goes to show that the Standard Cost System backs up our sales staff to the limit.

When I think of how comparatively few printers there are that have any kind of cost system and how many there are that have not and how little it costs to install and operate the Standard Cost Finding System, it is really a marvel to me that every printing office in the country has not adopted this Standard Cost Finding System. It is so simple and the results attained so sure and profitable that I believe I can say without reserve that it is absolutely the mainstay of our business.



Specimen pages from commercial catalogues in the production of which "quality and service" were the chief factors.

COMPARING WORK DOCKET AND ESTIMATE SHEET.

To illustrate the real value of the Standard Cost Finding System might I ask if you have ever estimated a job of printing? Of course you have—you have estimated lots of jobs but have you ever checked up the docket of the finished job with the estimate that you first made? I haven't the least doubt but that you have also done this, and have you not been surprised at the variation from your estimate and the docket charge?

The other day a docket on a $4,000 job was laid on my desk for my inspection before it was billed. Alongside of this was our estimate sheet. The time sheet varied to the extent of approximately $6. I was never so surprised in my life as it was the first time we have come so close to the estimate sheet as compared with the docket charge.

We do find occasionally where we have done jobs at a loss and I am sure that every printer in the country finds the same thing. Now, when a docket of this kind comes through and it shows a loss against our estimate sheet we simply take both of them and compare them item for item.

DIFFICULTIES OF ESTIMATING CORRECTLY.

It is one of the most difficult things in the world to estimate a job correctly and I think you will agree with me on this point. It is really not a difficult job to figure out the stock—the presswork is troublesome but bindery is almost an unknown quantity. Estimates, of course, are made up by experienced printers who, in their judgment and in all good faith, set down their figures as correct on an estimate sheet and if the docket does not work out to the estimate sheet it makes every person in the organization sit up and take notice. If the estimator has placed so many hours composition on the particular job under notice, and the compositors have exceeded the number of hours shown on the estimate, the question quite naturally is—"Why?" and records are looked over, copy is examined and the fault is placed on the shoulders of the man responsible. This, I think, is the only fair way of doing business, both as to our employees and our customers. Now, what happens if, as in this particular instance the compositors have fallen down? The matter has been brought to their attention and if they are real compositors with any backbone at all they make up their minds that they are not going to be caught that way on another job. The same thing happens if the estimator has fallen down—he has gained some experience and he is going to make quite sure that he is going to have his time correct on the next estimate of a job of this kind. The same thing applies in the press-room—the same thing applies in the bindery and as a matter of fact all the way through the organization from the sales staff through the factory until the job is completed and delivered to the customer.

By handling the cost system in this way we are absolutely of the opinion that it keys up the whole staff from the selling to the delivering to as near the 100 per cent. pure quality as is possible.

WHEN THE CUSTOMER IS TO BLAME.

Very often we find on examining the docket against the estimate sheet that the time has been exceeded by the customer himself; in other words he has given us more composition to do than we had originally figured on. If these matters were left until the whole job was completed the customer would forget about any alterations, extra composition, or anything else that he had given us, and in consequence it has been our experience that it is next to

impossible to convince a customer that he has made such alterations or additions to his original copy. We have little numbered slips in our various departments which we call alteration or extra slips and at the time a customer gets a proof of any portion of his work, say 8 pages or 16 pages, whatever it might be and there has been any extra work put on it by ourselves, in consequence of the customer's specifications, we attach one of these little slips with the alteration time on it, and we ask them to initial or sign these slips at the time they get the proof.
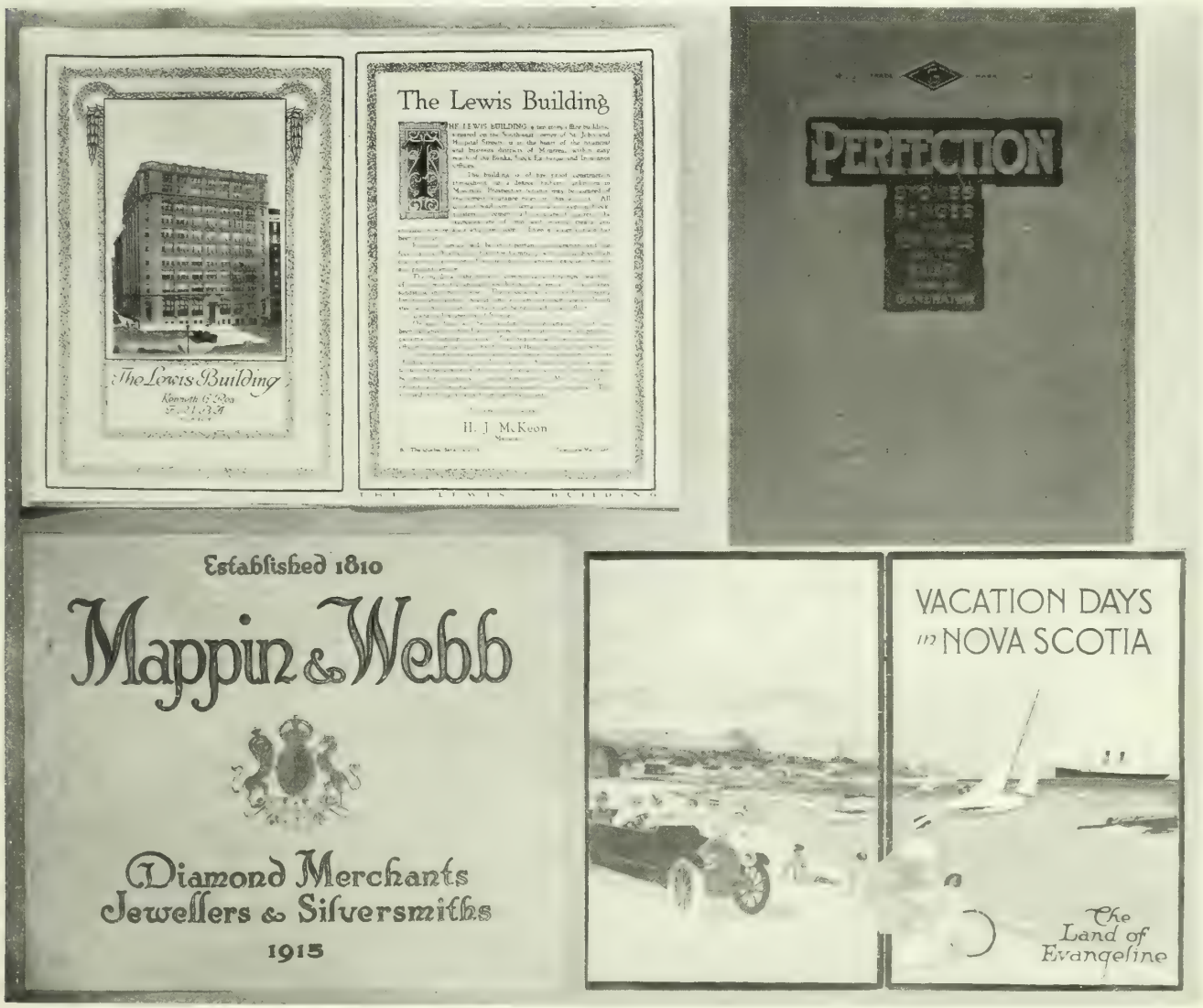
This matter you will see, therefore, is dealt with at the time the alterations or additions occur and the customer can see exactly where such alterations and additions are. It has saved us thousands of dollars; it is a good system and we are proud of it.

You will see, therefore, from what I have just stated that if we hadn't the means of checking the work done with the estimate made we would be absolutely in the dark as to what we should charge a customer both as to the original cost and any extras that might come in while it is in progress.



COST SYSTEM OF VALUE AS CHECK ON COMPLETE ORGANIZATION.

I am very frank to admit that this cost system not only checks up our own employees here but it finds fault also with any instructions that are given by myself which do not work out to the docket. So you will see that it is not a case of one man, two men and so on, but it is a case where it checks up the whole organization from the management down. At our periodical meetings when these discrepancies are discussed it simply gives the person at fault the idea that he is going to be sure that he *makes good* on any similar job that is taken in later.



Fine examples of Booklet and Catalogue Covers and decorations of interior pages by Southam Press, Limited, Montreal.

THE EDITORS' VIEWPOINT

The Growing Importance of the Farmer

A STRIKING example of the growing importance of the rural population is found in the fact that of the nine million telephones in the Bell system, one-quarter of them are rural.

This year—1915—of all years in Canada's history, the farmer is king. Increased acreage, intensive cultivation, waiting markets, and record prices, all point to unequalled prosperity for the agriculturists of this country. They themselves are at last beginning to realize this fact, and so are a great many wide-awake manufacturers who are looking for new and steady markets. More farmers and more manufacturers will become fully aware of their great opportunities in the near future.

Are the country newspapers and the small city dailies that circulate largely in rural communities fully aware of *their* opportunity? They are the media which manufacturers and distributors of goods should use to place their propositions before the class that constitutes the best prospects at the present time. It is the duty of publishers of these newspapers to give wide publicity to the fields they cover and to see particularly that every national advertiser and every advertising agency is well informed regarding mediums and fields. To hide their light under a bushel or to bury their talent in a napkin is not likely to have the effect of bringing new business their way.

Distinguishing the Goods Made from the Goods Sold

MOST FIRMS who *manufacture* lighting fixtures also *sell* lighting fixtures, but there is a large firm in the United States that is an exception to this rule. This firm has built up a big business by selling illumination rather than mere lighting fixtures. They feature what they call the "Eye Comfort System" in all their advertising and sales efforts. Their business success is due to the fact that they were far-seeing enough to distinguish between the goods made and the goods sold.

Real estate agents sell suburban lots by playing up the idea of a home in the suburbs and a large garden. Manufacturers of a new food product, put it on the market by distributing more or less elaborate recipe books, showing how their product can be used in various dishes. Vacuum cleaners, kitchen cleansers, motor boats, printing presses, and scores of other articles are sold not as so much wood or iron or other materials, but on the strength of what they will do; the prospect is shown the pleasure or profit to be derived from their ownership and use. If this is good business in the case of tangible articles, how much more so in the case of newspaper space, which can scarcely be called tangible?

Newspaper publishers are manufacturers of white space for advertising purposes. Many of them still put these goods on the market merely as white space, but the more successful ones are those who have learned to distinguish between the goods made and the goods sold. They manufacture a more or less intangible article known as white space, but they sell a piece of advertising copy, or a series of advertisements, or a plan for marketing goods, or a worth-while idea of some sort. Or perhaps they have found it was good business to sell the opportunity of reaching a known quantity and quality of subscribers to whom their medium goes.

There is such a wealth of material at the disposal of those whose business it is to market white space that it is indeed a shame that the obsolete term of "white space" should ever be used. Every publisher should study his own proposition most carefully and decide how best he can distinguish between the goods made and the goods sold with a view to the increase of his turnover and his profits.

What About the Other 95 Per Cent.?

OF THE 40,000 printers in the United States it is said that only about five or six per cent. are making a business success. If this is true of the printers of the United States, it is probably somewhere near true of those in Canada.

What about the other 95 per cent.?

In the highest sense of the word are you making a business success to-day? Shake yourself free of "ifs" and "buts" and answer honestly—are you? Did you make a fair profit on every job you turned out last month? Do you allow yourself an adequate and regular salary? Have you a depreciation or displacement account and do you write off sufficient amounts from the value of your type and machinery from year to year, charging the same to your hour cost in the various departments? Do you really know the cost on every job that passed through your establishment last month?

These are only a few of the questions which every printer ought to ask himself at intervals. If we would only take stock of our business and judge the degree of success reached in as cold and impartial a way as if the business were not our own, we might be brought to see some startling facts that we have refused to admit heretofore.

Pulling Together Brings Results

SHORTLY after the recent increases in tariff, which were brought into effect as a war tax, the announcement was made that the 7½ per cent. extra duty would not apply on printed matter imported from the United States. Strong protest was made to Ottawa by several of the Printers' Boards of Trade and also by individual printers in various Canadian towns and cities. The result was that the Finance Minister and his advisers quickly changed their attitude or at any rate an explanation was made that the 7½ per cent. duty would apply to printed matter and that any statement to the contrary had been made in error. The explanation given was that the previous announcement which said that the extra tariff would not apply to printed matter was intended to refer only to small packages coming through the Post Office, the reason for making an exception in their case being the difficulty in arriving at a correct estimate of their value. However, the fact remains that quite a number of the printers got together on this protest with the result that very prompt and satisfactory action was secured. The present protection given Canadian

printers against printed matter imported from the United States is, therefore, 15 cents per pound plus 7½ per cent. *ad valorem.*

This little incident demonstrates the value of organization. When a fight is on, no matter what the nature of the conflict, "In union there is strength."

C.P.A. Affairs

EVERYONE profoundly regrets the serious illness that has overtaken W. M. O'Beirne, of Stratford *Beacon,* who has so creditably filled the office of President of Canadian Press Association since the last Annual Meeting. Owing to his illness the Board of Directors have appointed Hal. B. Donly, of Simcoe *Reformer,* to fill the office for the remainder of Mr. O'Beirne's term. Mr. Donly is the immediate past president of the Association and is particularly well known by reason of his intelligent and aggressive effort in that office and in other capacities. In W. E. Smallfield of Renfrew *Mercury,* the Board of Directors have made a most appropriate choice for filling the vacancy on the Executive Committee caused by the elevation of Mr. Donly to the presidency.

The retention of John M. Imrie as Manager, which was brought about by the Directors refusing to accept his resignation, will ensure a continuance of the very efficient service which Mr. Imrie has maintained. The arrangement is that he shall retain the title of Manager and will have general supervision of the activities of the Association. Owing to ill health, however, he will direct the work from his home and an assistant manager will be engaged to perform executive duties and carry on the work of the central office. This plan should work out very satisfactorily as it will not only ensure an uninterrupted service but may make it possible to extend the scope of the work in some particulars, as the Association will still receive the benefit of Mr. Imrie's suggestions and wise counsel and will in addition have the undivided time and talent of an active executive officer occupying the position of assistant manager. In making a choice for this position the Executive Committee, will, we believe, act only after careful deliberation and with perfect freedom. In view of the illness of Mr. Imrie, which all so keenly regret, it would seem that the members of the C. P. A. have every reason to congratulate themselves on the satisfactory arrangements made by the Board of Directors and the Executive Committee.

For the Prevention of Accidents

THE PRINTING trade and allied industries of the province of Ontario have made an excellent move in taking advantage of Clause 101 of the Ontario Workmen's Compensation Act, which gives each individual class of employers power to form an Association having as its object the prevention of accidents in that industry.

The legal department of Canadian Manufacturers' Association took the initiative in calling a meeting of representatives of the printing trades and at a general meeting on May 28 the work of organization was completed. The Association, while not including as many members of the class it represents as it should, and as it no doubt will later on, when employers fully realize its purpose, is still thoroughly representative and will no doubt be formally approved by the Workmen's Compensation Board, as required by the Act.

Steps will also be taken immediately to secure a suitable inspector and have his appointment ratified and salary paid by the Board. This inspector should act as an expert safety engineer and every care should be taken in securing the right man for the position.

The dissatisfaction arising out of the inspection of factories under different systems, complaint of which has often been heard in the past, has been due to the necessity of inspectors covering a variety of industries, most of which they knew little or nothing about. There should be no complaint of this nature in regard to the inspcetion system authorized by the Workmen's Compensation Act. The Act simply gives each class power to appoint its own inspector and promises to approve any appointments made by a fair representation of members of that class and to pay the salary of the inspector from the group insurance funds. As this inspector will be called upon to cover only a very limited group of allied industries, it should be possible to secure the services of an expert man, the direct benefit from whose work will more than pay for the cost entailed. Any employer who looks into the Act will readily see that under its somewhat severe requirements it is quite possible that a small number of serious accidents might prove a heavy strain on the funds of the class concerned—much more than the annual salary of an inspector.

There is also the benefit to be derived by individual employers in the matter of securing reduced fire insurance rates through making improvements in premises and other safeguards against fire. Suggestions along this line will come within the province of the inspector as the Act provides for compensation in the case of injury or death to employees from fire, as well as accidents in the operation of machinery, etc.

As the rules and regulations for accident prevention passed by the Printing Trades Accidents Prevention Association and the requirements of the inspector in individual cases have the approval of the Board and must be complied with by every member of the group, it is obvious that every printer and publisher in the Province of Ontario, should ally himself with this Association so as to have a part in the direction of affairs which must affect him personally. The fees for membership in the Association are purely nominal and application is being made to the Workmen's Compensation Board to pay the fees out of the group fund. This the Board has power to do under the act.

Delivery of Mail by Employees

A FEW WEEKS ago *The Financial Post of Canada* had an article on the threat sent out by the Post Office authorities that they would seize the mail and fine anyone who undertook to deliver letters. The accuracy of the interpretation put upon the Act was questioned by *The Financial Post* and business concerns advised to ignore it. Since then the postal authorities have seized mail belonging to the *Sentinel-Review, Woodstock,* being delivered by one of their own employees. W. J. Taylor, the managing-director of the paper, refused to be bullied and has compelled the Post Office to withdraw the interpretation recently put upon this section of the Act.

This is not the first time that *The Financial Post of Canada* has rendered a distinct service to publishers and to business interests generally. Particluarly since the war began it has given close attention to the administration problems of various government departments. These have been dealt with in a regular department bearing the appropriate title "The Nation's Business." The campaign has been waged mainly on the ragument of more business-like administration and the doing away with "red tapeism" in the conduct of the nation's business. The Post Office Department has received attention among others and *The Financial Post* has been advocating for some time that Dr. Coulter be asked to resign and that an efficient and thoroughly experienced business man, preferably one woh has come up from the ranks and won his way upward in the Postal Service by sheer merit, be secured in his place.

John M. Imrie to Remain as Manager of C.P.A.

Resignation Not Accepted by Directors—Assistant Manager to Carry on work Under Mr. Imrie's Supervision—Hal B. Donly to Finish Mr. O'Beirne's Term as President—Annual Meeting in September—Association Doing Good work

CONFRONTED with the resignations of both their President and Manager, the Board of Directors of Canadian Press Association met at Toronto on Friday, May 21, under very serious circumstances. The regret felt by all at the impending loss of both the official and the executive heads of the Association was deepened because both resignations were due to illness.

PAST PRESIDENT DONLY WILL FINISH TERM.

It was explained that the illness of the President, W. M. O'Beirne, of Stratford *Beacon*, is of such a nature as to make it necessary for him to be relieved of the responsibility of the presidency. Hal. B. Donly, the immediate Past President of the Association, was called upon to complete Mr. O'Beirne's term of office. A motion was passed regretting Mr. O'Beirne's serious illness.

MR. IMRIE TO CONTINUE AS MANAGER.

The resignation tendered by Manager Imrie was also due to illness, as a result of which it has been impossible for him during the past two months to carry on the work of the Association with that vigor and devotion that have characterized his entire tenure of office as secretary and manager. Though unable to be at his office Mr. Imrie has nevertheless given close supervision to the work of the Association during the past two months, except for three weeks' absence at Atlantic City, whither he journeyed in response to the entreaties of the Executive Committee, of the Association, in the hope that he would be restored to health and strength. The time for recuperation was too brief, however, and on the advice of a New York specialist, Mr. Imrie has definitely decided on a rest of at least 6 months, and, with Mrs. Imrie, will take up residence in Fergus, Ont., by way of change and retirement. The rest required is entirely of a bodily nature and, indeed, the advice Mr. Imrie is acting upon is that recovery will be hastened rather than retarded by continuing his usual mental activity.

When all these facts were clearly before the Board a resolution was unanimously adopted in which the Board declined to accept Mr. Imrie's resignation and requested him to continue as Manager. The resolution also expressed regret at his illness and voiced the hope that a speedy and complete recovery might be effected. The Board felt that the best plan from every point of view would be for Mr. Imrie to supervise the work of the Association from his residence at Fergus and that an assistant manager should be appointed to work under his direction and carry on the work at the central office of the Association. The plan was presented to Mr. Imrie and was accepted by him, the arrangement to become effective as soon as possible and continue for at least 6 months and possibly a year. The appointing of an assistant was left in the hands of the Executive Committee, and a meeting of that body for the purpose of considering appliactions was called for the following Friday, May 28.

ASSOCIATION'S AFFAIRS IN GOOD SHAPE.

Gratification was expressed by the Directors at the healthy state of the Association's finances and the affairs of the organization in general, as set forth in a report presented by Manager Imrie. The report showed that the amount of income to date this year was about $500 ahead of the same period last year. This means that dues have been paid more promptly, as the total dues are not much greater this year than last.

Although there has been an increase in dues paid by members of the Trade and Class Press Section there has been a slight falling off in total membership. The following table shows differences in membership in the different sections and classes:

	1914	1915
Daily, first members	95	98
Daily, second members	72	71
Weekly, first members	385	386
Weekly, second members	51	34
Trade and Class, first members	69	54
Trade and Class, second members	63	71
Total membership	735	714

An encouraging report was also presented regarding the progress made in the direction of securing new or increased advertising expenditures in the newspapers and magazines, particularly the work done in this connection with certain departments of the Dominion and provincial governments. Actual appropriations have been made in a number of cases and in others the prospects of business being placed are considered good.

ANNUAL MEETING IN SEPTEMBER.

Owing to the war and the unsettled conditions affecting newspapers particularly it was decided to hold the annual meeting of the Association a little later this year and for the same reasons Toronto was again selected as the place of meeting and invitations from several other places declined. It is proposed to hold the Convention on Thursday, September 2, morning, afternoon and evening, with possibly a morning session on Friday, September 3. This date, however, is Press Day at the Canadian National Exhibition and as usual the newspapermen will be the guests of the Exhibition Directors at luncheon and will also enjoy the other customary privileges of Press Day.

At least two United States' speakers of note will be invited to address the Convention. One of these is Dean Talcott Williams, of the Columbia School of Journalism, New York City. He will, it is expected address the general session and also the meeting of the Daily Section. The other speaker to be invited is E. K. Whiting, publisher of the *Journal-Chronicle*, at Omatonna, Minn. He will likely address the general session on some topic of wide interest and will be asked to tell the Weekly Section of his experiences and those of other Minnesota publishers in the matters of higher subscription rates and cost systems for town offices, of which questions he has made a special study.

MR. SMALLFIELD ELECTED TO EXECUTIVE COMMITTE.

The election of Mr. Donly to the presidency of the Association caused a vacancy on the Executive Committee and to this position the Board of Directors elected W. E. Smallfield, of Renfrew *Mercury*, who is Vice-President of the C. P. A. for Ontario and Quebec.

A motion was passed to the effect that members of the Association absent on active service at the front will be retained in full membership.

Appointed Assistant Manager of C.P.A.

AT THE meeting of the Executive Committee of Canadian Press Association, held at Toronto, May 28, several applications for the position of assistant manager were considered. After due consideration the application of A. R. Alloway was accepted and he was appointed for a term of six months.

Mr. Alloway's experience in various branches of newspaper work and job printing, including the past two years as editor of PRINTER AND PUBLISHER, should make him well qualified for the position of assistant manager of the C.P.A. When a boy, Mr. Alloway was apprenticed to the printing trade in a country weekly office and since that time has been almost continuously connected with printing and publishing in a variety of capacities. His experience has been gathered as journeyman compositor, assistant in an advertising agency, foreman and part owner of a city job office, foreman of a daily newspaper, advertising solicitor and later superintendent of the *Saturday Press*, Saskatoon. It was from this last mentioned position that he came to take the editorship of PRINTER AND PUBLISHER.

It is worthy of note that Mr. Alloway's predecessor in the editorial chair was John M. Imrie, the present manager of Canadian Press Association, so that PRINTER AND PUBLISHER has contributed both men who will be associated in carrying on the work of the C.P.A. for the next six months, at least.

As this item is written just as the June issue goes to press it is impossible, as yet, to make any announcement regarding Mr. Alloway's successor as editor of PRINTER AND PUBLISHER, but readers can rest assured that a suitable editor will be secured as soon as possible and the same high standard which has characterized the paper in the past will be maintained in the future.

Weeklies to Publish Bulletin to Advertisers

THE campaign of weekly papers having as its object the turning of attention of national advertisers and agencies toward the small town field, reference to which was made in the last issue of PRINTER AND PUBLISHER is rapidly taking definite shape. A meeting of the committee of weekly publishers who have the matter in hand met in Toronto on May 21 and discussed with Mr. J. C. Kirkwood, who has been engaged to superintend the campaign, the plans that will be worked out in the immediate future. There were present at this meeting W. E. Smallfield, of Renfrew *Mercury*, who holds the position of Viec-President of Canadian Press Association for Ontario and Quebec; E. Roy Sayles, Port Elgin *Times*, Chairman of the Weekly Section; Lorne A. Eedy, St. Marys *Journal;* W. R. Davies, Thamesville *Herald;* Hal. B. Donly, Simcoe *Reformer;* and Mr. Kirkwood.

The first number of an informative newspaper to be circulated among advertisers and advertising agencies is to appear shortly. It will be called "The Small Town Field of Canada" and it will aim to convey definite suggestions to advertisers for using the small town mediums. For example, the first issue will probably contain analytical studies showing the proportion of population residing in small community centres and the agricultural communities tributary to them. The idea will be to show in a concise and at the same time conclusive manner the immense possibilities of the small town field from the standpoint of the national advertiser. It is likely also that from time to time special articles will be presented dealing with the individual cases of advertisers that are now making good use of weekly mediums. Later on as the information is secured and analysed, data will also be presented respecting the weekly papers co-operating in the campaign. This may perhaps be done by making divisions according to territorial location or in some other way and dealing with one class thoroughly at each time. With this in view, a bulletin has already been sent to the co-operating papers asking for detailed information, also rate card, sample copy, names of national advertisers that have in the past used their mediums or are using them at present, also class of business and names of advertisers they are most desirous of securing.

Those who have in hand this matter of putting the weeklies of Canada in the limelight say that the idea grows bigger the more consideration they give to it and there seems no doubt of the ultimate and decided success of the campaign.

Vancouver World Transferred to John Nelson

ON MAY 4 Mr. Justice Gregory in the Supreme Court of British Columbia made an order for the formal transfer of the Vancouver *World* to a company headed by John Nelson, former manager of the *News-Advertiser* of that city. The transfer was made despite strenuous opposition from counsel for Mayor Taylor, who claimed that his client was the largest shareholder and creditor and who also alleged that the sale was improper. The court, however, held that as the paper had been losing money for a long time and as the bondholders wished to get rid of it, the judge could do nothing but make the order.

It was stated by counsel for the bondholders that during the receivership of the last few months the losses had been more than $65,000. Neither the creditors nor the bondholders will get a dollar, it was stated. The new owners have paid the over-due salaries, some of which date as far back as 1913, and other debts.

Detailed Statement of Another Weekly

REFERENCE in this department in our last issue to a detailed statement of circulation issued by the *East Elgin Reformer*, Aylmer, Ont., brought a letter from the *Carleton Sentinel*, Woodstock, N.B., enclosing statement issued by that paper, which is in even greater detail.

Two statements are submitted—one issued in December, 1912, and the other in September, 1914. The 1912 statement is summed up as follows: County subscribers, 1155; other counties in New Brunswick, 408; other parts of Canada, 268; American, 149: Total, 1,980. The corresponding figures in the 1914 statement are as follows: Carleton County, 1,290; Victoria County, 571; other counties in New Brunswick, 312; other parts of Canada, 180; American, 183; Total 2,536. Comparison of the two statements will qiuckly show a very substantial gain in circulation during the period of 21 months which elapsed between their publication. In addition to the summary quoted, both statements give details of the number of papers sent to each Post Office in Carleton County and the one issued more recently also gives a list of those going to the various Post Offices in Victoria County. Copies of these statements, as issued, are furnished by the *Carleton Sentinel* to advertising agencies, in addition to filling out the forms required by the agencies.

One of the little folders containing the statement is appropriately entitled "A Story of Circulation *Concentrated*," thus emphasizing the large proportion of local circulation, a feature to which wide publicity should be given by every country weekly and small city daily.

Quality of Stationery Oft Proclaims the Firm

A Question of Efficient Salesmanship Instead of Buying by Weight

By James H. Imrie

WHO EVER HEARD of a firm hiring salesmen by the avordupois—by mere size or bulk?

Mighty few, I venture.

Hiring just the right salesmen for the job is no easy task. No thinking business man would venture to base the value of a salesman on the extent to which he raises the scales.

Many things must be considered, but the biggest deciding factor is the probable influence of the salesman among those he must come in contact with.

The fact is, size in itself is undoubtedly a hindrance. And yet how many firms have we seen who hire their lesser salesmen—their stationery and letter paper—pretty much from that standpoint.

"How much can we buy for the money" seems to be their motto, rather than "Get me the right influence; the salary (or cost) I leave to your fairness."

Speaking of influence calls to mind an incident related the other day of the experiences of a distinguished law firm in connection with their stationery.

The head of the firm was a man of great personal dignity, yet modest withal. He believed in the dignity of his profession, and the importance and standing of his firm in the commercial and professional activities of the community.

He had taken a sort of pride in his stationery and sought out a nearby printer who could fittingly embody the personality and prestige of the firm into their stationery. The cost had been considered fair, considering the quality of the work.

Two years ago a new member was admitted to the firm—a young man obsessed with the idea of economy. He straightway commenced to cut down items here and there and when he came to the stationery (the ordering of which had been assigned to him), he decided that here he could effect a considerable saving.

Several printers were called in for quotations and the original price finally pared down about half.

A few days ago the head of the firm met his former printer on the street. Before passing on, he switched the conversation to a subject that had evidently troubled him for some time.

"By the way, Evans," he said, "the stationery you're sending us is far from satisfactory. The paper is just like a blotter and picks my pen point at every stroke."

"Sorry," answered Evans, "but I haven't handled your stationery now for a couple of years. I suppose I lost your order because I didn't wish to turn it out in the style you desired. The printer around the corner secured the order for the last supply."

"Well, he is certainly a very poor printer. Has no conception of the requirements of his business."

"As a matter of fact," said Evans, "that printer is turning out some of the finest work in the country. But he falls down on one point. He makes the mistake of endeavoring to please only his customer without considering his customer's customer. You evidently went to him for a lower price. He failed to point out the futility of such a step. He failed or didn't attempt to persuade you that quality and appearance should be strong factors in the stationery of a firm of your standing. He quoted you his lowest price and the quality of your stationery is of course in proportion to the price."

"That's a very good point, Evans, and I'll see that it is made use of immediately."

As he walked on he remembered it was just such a point as this, the question of influence and distinction, that had decided him years ago that Evans was the right printer to handle his work.

There was some pretty tall talking in that dignified establishment when the head of the firm got back to the office. The result was a return to the former quality and the stationery on hand destroyed.

You and I can guess pretty clearly who got the new order.

THE LETTER PAPER LIKE THE NEW SALESMAN.

The value of stationery is reckoned pretty much on the same lines as the value of the salesman. Customers who meet a firm only through the medium of correspondence judge them by the value they place on themselves through the appearance and quality of their stationery. They have no other way of basing their judgment.

If any of your customers came to you to-day and asked you to recommend them a salesman to represent their firm and line, you would be pretty careful whom you recommended. But why not utilize the same care and forethought when it comes to the question of printed salesmen—his stationery?

Perhaps you feel your customers would not pay for better stationery? Think they can get along alright with the quality and design they are using at present?

And you're right. No business man purchases things he does not feel the need of, or thinks he is doing well enough without.

The point for you is to decide that matter yourself, right in your own office, and then go and make your customer feel just what loss and harm he is creating by the use of stationery whose very appearance takes the strength out of his correspondence, weakens his arguments, lowers his prestige, dampens the confidence of his customers in his house and his goods, and is virtually hindering rather than assisting in the development of his business. *You create the need yourself.*

REFORM BEGINS AT HOME.

No one succeeds like the man who believes in his own proposition. Nothing gives more weight to your sales letters than the fact that you believe and practice what you are endeavoring to urge others to adopt. The printers' own stationery should receive first consideration.

Take out a sheet of your letter paper now. Consider it from every possible angle of influence.

Is it in keeping with the position of importance the graphic arts have attained in the world of commerce to-day? Does it stamp you immediately as one who can take hold of the sales propositions of other firms and forcibly present them through the medium of printed salesmanship? Does it convey any adequate idea of the prestige and personality of your concern?

Unless your prospective customers can feel this force and influence through *your* stationery you have a pretty big task before you in convincing them you could incorporate similar qualities in their printed matter.

SIMPSON · & · CRANE
EXCLUSIVELY · FINE · TAILORING
SMITH'S · FALLS

SIMPSON · & · CRANE
EXCLUSIVELY · FINE · TAILORING
SMITH'S · FALLS

GAINSBOROUGH MILLINERY PARLORS
UNIQUE CREATIONS AND LATEST IMPORTATIONS

MISS ELINOR SMYTHE



MISS LOUISA GUNTHER

MONTREAL

GAINSBOROUGH
MILLINERY PARLORS



MONTREAL

JOSEPH P. ARNOLD, *President*

WILLIAM B. KNOWLES, *Manager*



MINERVA UMBRELLA CO.

MAKERS OF "MINERVA" UMBRELLAS AND PARASOLS

SHARPLES BUILDING
TORONTO, ONT.



MINERVA
UMBRELLA CO.
SHARPLES BLDG.
TORONTO

The Evanville Creamery

Choice Dairy Products
from Contented Cows

EVANVILLE, ONT.

Eggs and
Butter
Delivered
Fresh Every
Day

The Evanville Creamery

Choice Dairy Products
from Contented Cows

EVANVILLE, ONT.



GRANTON SMITH & CO.

SUBURBAN PROPERTY AND LAKESIDE HOMESITES

OAKVILLE, ONT.



GRANTON SMITH & CO.

LAKESIDE HOMESITES

OAKVILLE, ONT.



THADDEUS PHILPOTT & SONS

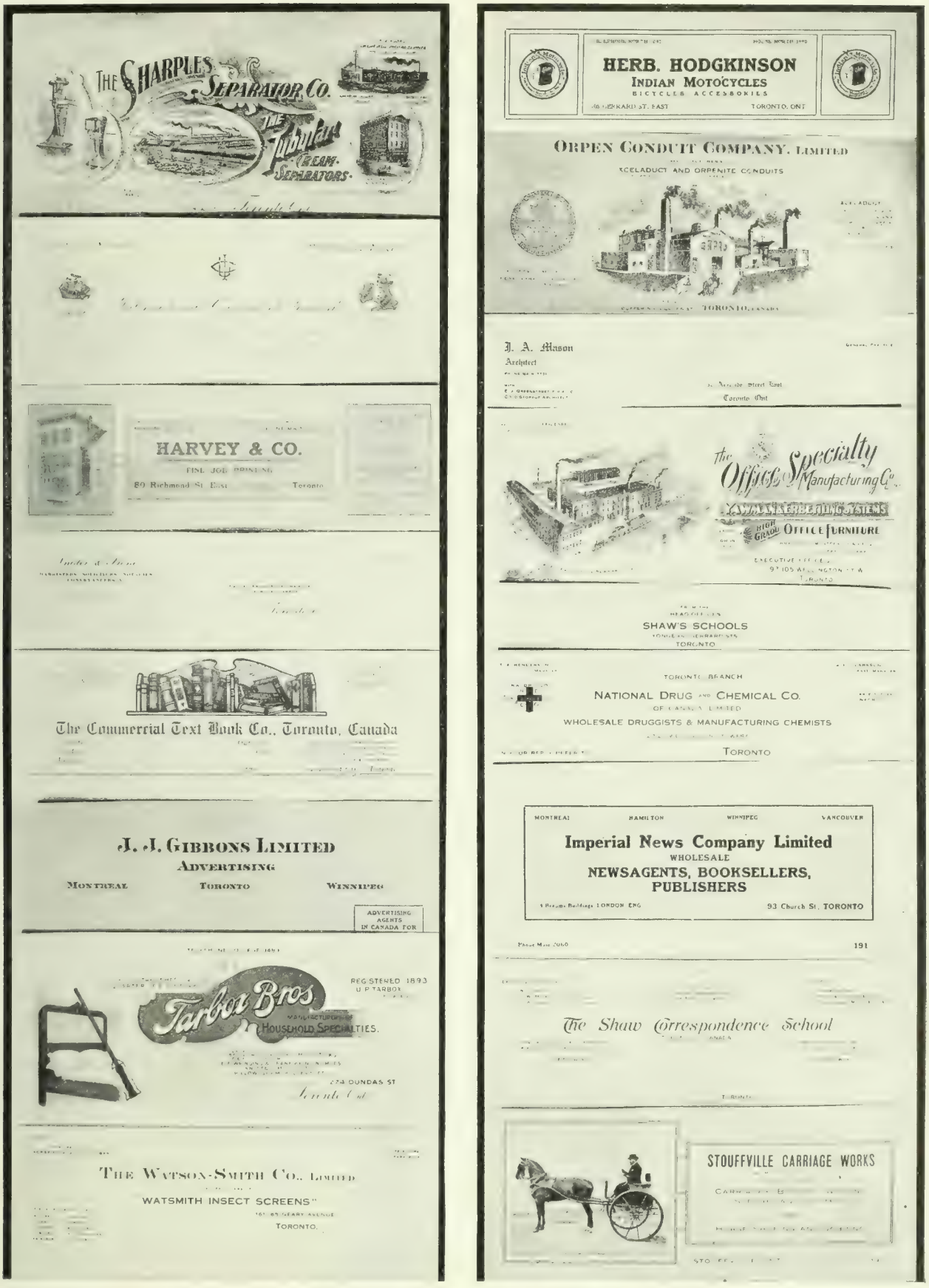
MEN'S, WOMEN'S AND CHILDREN'S READY-TO-WEAR
DRY GOODS, BOOTS AND SHOES, GROCERIES, ETC.

LANGTON, MAN.

THADDEUS PHILPOTT & SONS

DRY GOODS, BOOTS, SHOES, GROCERIES

LANGTON, MAN.



Group of Typical Business Letterheads illustrative of various styles and methods of production. Shown by courtesy of Shaw Correspondence School, Toronto.

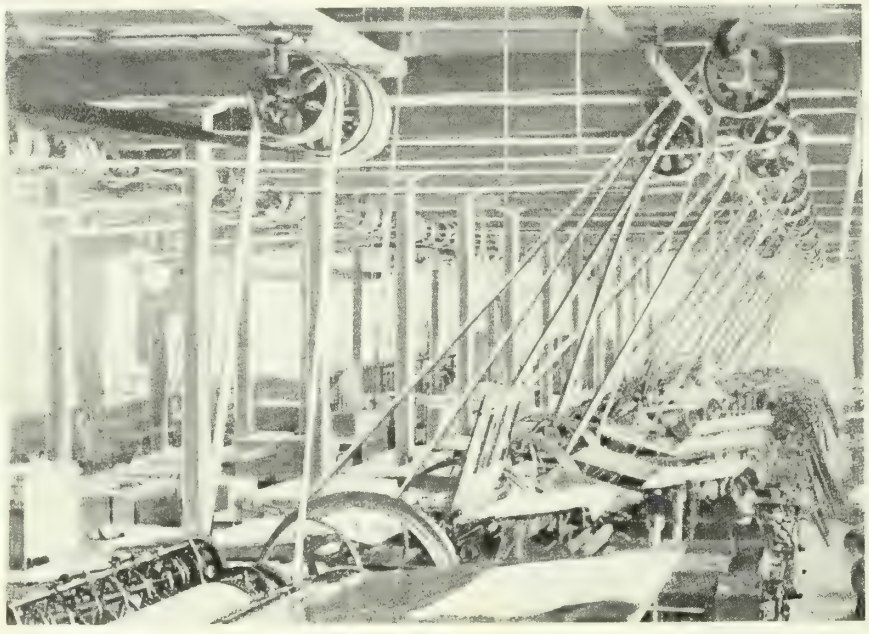
Individual Motors Essential to Fullest Efficiency

Saving of One Quarter to One Half in Power Bills — Helps to Improve Quality of Product – Dirt and Danger Caused by Belts and Shafting Removed

THE QUESTION of the installation of individual motors in printing plants does not bear much resemblance to the installation of any other kind of equipment. Individual motors are equally good for large or small plants and the arguments in their favor are equally strong in dull as in busy times; in fact it is perfectly true that under slack conditions the chief arguments apply with still greater force than when all machines are busy constantly.

LOSS OF ELECTRIC ENERGY MEANS LOSS IN MONEY.

The writer was in a job printing office in a Canadian city recently and when being conducted through the establishment by the proprietor was told that as work was temporarily slack he had laid off part of his press-room staff and was trying to keep four of his six cylinders busy, having covered up the other two. This seemed a wise move but it was only partly effective because the power for all the presses came through a single motor, which operated the line shaft and from that the six counter shafts from which the driving belts connected with the individual presses. Not only was a motor being operated and shafting driven sufficient to run one-third more presses than there were staffs of pressmen but at the time the writer visited the establishment there were only two of the remaining four presses actually running. One was tied up with an intricate make-ready and the fourth was idle—waiting for a form. If this office had been equipped with individual motors only one-third the motor equipment would have been in use, or in other words only the exact amount that was actually needed to drive two presses. Loss in electric energy means loss in money and it is impossible to effect the most complete economy or secure the highest degree of efficiency in either dull or slack times without individual motor equipment.



A typical picture of a printing office operated by the dangerous, dirty, unsightly and expensive "one motor" system.

BIG ADVANTAGES WHEN MAKING READY.

Speaking further in regard to the advantages of individual motors in the press-room, it is clear that even under the best conditions there is bound to be a considerable waste of electric energy when presses are operated by the old plan of one motor hitched to a maze of line shafts, counter shafts, pulleys and belting. When making ready, for instance, the wheels spin merrily round though only a proof sheet is required now and again. With direct drive by means of individual motors this waste is eliminated entirely, for power is off utterly when the press is stopped and when a proof sheet is required only the necessary power is brought into commission and no more. Every time you see a line shaft and accompanying counter shafts racing with each other to the music of one or two presses out of a battery of six just say to yourself: "There's good coin being wasted that could be saved with individual motor equipment."

Perhaps it may be thought that in the case of a small office where only two or at most three machines are being operated from a motor that the waste in energy would be too small to bother about, but this is not true. Of course it may make some difference in the amount saved, but in most small offices there is a good deal of lost time because it is difficult to get enough work and enough variety of work to keep all the machines in a small office even fairly busy.

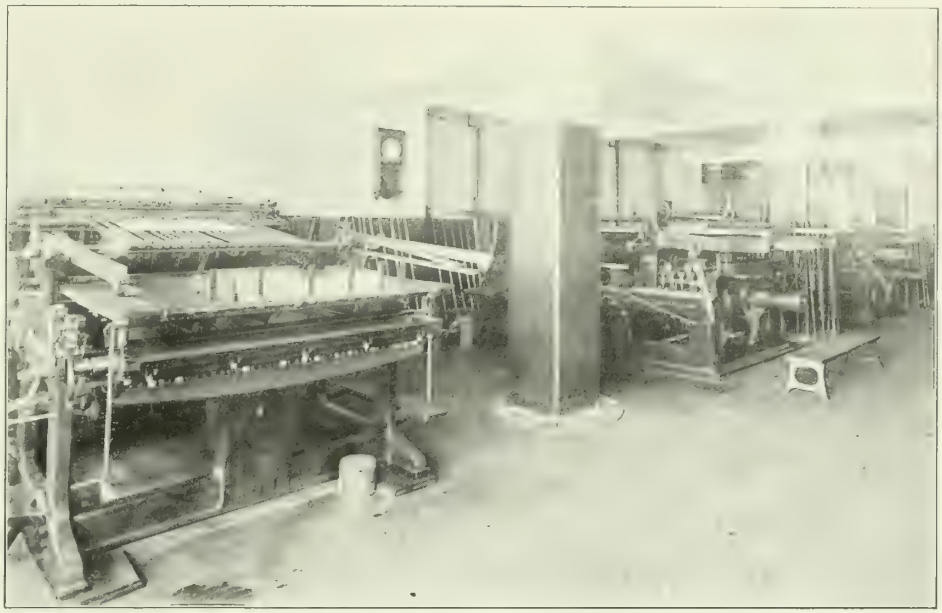
The question of good appearance may seem quite secondary to that of money-saving and so it is. Still the unsightly looks of a room in which shafting and belting obscures view and casts shadows everywhere is not to be overlooked and the doing away with this feature by the installation of individual motors is a distinct advantage from every point of view.

Although the press-room offers a splendid illustration of the saving that can be effected by individual motor equipment it is none the less striking than the bindery. In that department there is such a wide range of machines, many of which are used only occasionally. What a burden of overhead expense is carried unnecessarily in those offices where individual motor equipment is not applied to the bindery? Sometimes a machine is not required for weeks while the one next to it, performing a different operation, is kept busy. This is not a case of over-equipment necessarily but merely a condition that all printers who operate binderies, either on a small or large scale, will readily agree must be taken into consideration.

THE UNIT SYSTEM.

In addition to the big saving in power and therefore in cold cash that has already been pointed out there are numerous advantages of the individual motor equipment that are due to the principle of operation by units. One merely needs to vary the arguments commonly used in favor of sectional bookcases or card indexes or loose-leaf bookkeeping and there you have the arguments in favor of individual motor equipment in the printing plant. Just as loose-leaf book-

keeping systems to-day receive the unqualified endorsement of all experienced accountants so the day is fast approaching when no printer will think of offering defense for the operation of printing plant equipment by the old method. Indeed, even now nearly every printer will admit that individual motor equipment is the ideal and the old-style shafting and belting is doomed. It is the unit system that makes individual motor equipment so highly desirable in every well-regulated printing office.



How different to the view on the opposite page! Individual motor equipment makes every press self-contained. The unit system is the ideal way.

WHEN ADDING TO EQUIPMENT, MOVING, ETC.

When a printer comes to the point where he decides to add a new press or other machine and discovers when he is about to set it up that his "general purpose motor" is already loaded to capacity he begins to appreciate what an advantage it would be to have every press independent of every other press or machine.

But when a printing firm makes a move to new premises the big jolt comes. If individual motors are not being introduced, the firm having decided to "move everything just as it is," there is sure to be a very heavy expense and a very heavy loss of time in moving. Machinists must be employed for days removing shafting and fitting it up again in the new building and practically the whole plant is at a standstill until the work is completed. How different under the unit system of having individual motors? One machine may be moved at a time and along with its motor is entirely independent of all the other presses. It can be set up and started running before the next machine in the old premises is touched and thus the whole plant may be moved gradually piece by piece with very little interruption to work.

Or supposing what is not at all unlikely that the one and only motor breaks down—what happens? Not one press or typesetting machine or other equipment is idle but the whole



Dead—a few less line battery of monotypes would look at present by the old method illustrated on the opposite page.

battery depending on that motor. It's like putting all the responsibility on one man and when he is away the whole staff is at sea. The unit system is the only remedy, whether applied to bookcases, men or motors.

Then again the unit system gives the advantage of placing machines wherever they will be most useful, instead of having to place them in rows as under the old order of things. If it is found that greater use of window space, less lost motion through the interchange of work from one machine to another or in any way increased efficiency can be obtained by this or that arrangement of equipment then the question of securing power need not be taken into consideration at all. The wires that lead to each motor are flexible and mobile in any direction or for any distance. Each motor is a unit and each unit is a law unto itself.

THE VALUE OF VARIABLE SPEEDS.

Perhaps the very greatest advantage of the unit system of "motorizing" a printing plant is the factor of variable speeds. Be it a press, a folder, stitcher, ruling machine, typecaster, or many another piece of printing plant equipment that might be mentioned, there is much to be gained by being enabled to operate each machine at the *exact* speed best suited to the operator or the job in course of production. Under the old system the use of cone pulleys gave two or three speeds to choose from but the choice was very, very limited and is in no way comparable to the wide range of speeds given by the various types of variable speed motors that are on the market to-day. Here again economy of power should be mentioned for some of these motors are so built that the volume of current used as shown by the meter is reduced in almost equal proportion to every speed reduction. Thus when a press, for instance, is running at only half its maximum speed the current consumed is approximately half what the motor is capable of carrying.

DIRT AND DANGER.

Dirt and danger are harbored and encouraged by the old system. They are the sworn enemies of individual motor equipment. Some printing firms have stated that after installing individual motors, they have been able to keep their work-rooms much cleaner and turn out better work. The flying particles of dust that so often cause trouble in printing from fine half-tones are gotten rid of entirely when the dirt-collecting and dirt-stirring shafts and belting are replaced by the cleanly individual motors. Then as to danger, it is obvious that this bad feature of shafting and belting that causes so many accidents is eliminated almost altogether, the individual motors used being so placed that accidents are practically impossible.

Symposium on Getting Country Correspondence

The Experiences of Representative Publishers — How to Secure Good Correspondents — Keeping Up the Interest — Methods of Payment, Etc.

"THERE IS a tide in the affairs of every man which, taken at its ebb, leads on to fortune," says Shakespeare. Surely at this present time, the matter of serving efficiently its rural subscribers is the ebb of the fortune-tide which every country newspaper should take full advantage of. Never before was there such great need for local papers to cover thoroughly their local field. Never before was there such great opportunity for local papers to benefit from the prosperity in rural districts. The timeliness of this article on country correspondence should be obvious to every country newspaper publisher and to every publisher of a small city daily. In addition to its timeliness the fact that it is not written by one individual but is the best thought of a dozen or more representative publishers, who know whereof they speak because they frankly relate their own experiences should be a further guarantee that this article will receive unusual attention from readers of PRINTER AND PUBLISHER.

Every reader can, in a sense, feel that he is attending a press convention on a small scale, but without leaving his office. The conducting of a symposium on a live topic such as this, is one of the helpful services which PRINTER AND PUBLISHER is particularly well qualified to render.

USES RURAL TELEPHONE EXTENSIVELY.

"Keeping everlastingly at it," is the way that H. J. Pettypiece of the *Free Press*, Forest, Ontario, sums up his plan of campaign. Mr. Pettypiece says:

"We have some eight or ten correspondents and I have a personal acquaintance with all of them. I use the rural telephone a great deal and with two rural telephone systems, I can reach 1,000 homes within ten miles from my desk. This does away with much of the former style of correspondence. I find the best correspondents to be officers of Women's Institutes, ministers' wives, school teachers and reading farmers. I do not pay correspondents any regular amount, but make gifts of magazine subscriptions, books, etc., and in addition to this, I have an arrangement with correspondents for getting new subscribers, giving them 25 per cent. commission on new subscriptions, and 10 per cent. on renewals."

HOW SMALL CITY DAILY HANDLES COUNTRY CORRESPONDENCE.

In many respects, the problems of the country weekly and the small city daily are one and the same. No doubt small city daily publishers will receive benefit from reading the remarks of country publishers in this article. No doubt also many country publishers will receive help from reading the experience of small city dailies along similar lines. Some good suggestions are offered by Stratford *Herald*, which publishes both daily and weekly editions. George M. Dingman, the secretary of the Herald Publishing Company writes as follows:

"In engaging rural correspondents, we usually make appointments on the recommendation of one of our friends in that locality, although sometimes we meet and engage correspondents personally. We know personally only about 40 per cent. of our correspondents in the country districts. A copy of our paper is given to all correspondents and in the larger rural villages and towns, we pay 3c an inch for used copy. We give correspondents 25 per cent. commission on renewals and new subscriptions. We endeavor to give encouragement by means of a letter when we find that enthusiasm is lagging. A personal call also does the correspondents good. We have a printed set of rules and supply a copy to every correspondent. In order to check up on the regularity or otherwise of each correspondent, we keep a card index system and determine in that way whether or not they are doing as well as they might. We generally ask that at least four budgets of news be sent in every month, that is,—one every week. Correspondents in towns are requested to send items for the daily edition every couple of days at least. Some send every day."

FIFTY CORRESPONDENTS, THIRTY WRITING EACH WEEK.

For the largest number of correspondents on a weekly paper's list and the largest number on an average writing each week, the Simcoe *Reformer* probably holds the record. H. B. Donly writes as follows:

"We have about fifty correspondents on our list with an average number writing each week of thirty. This is outside of township clerks. We have built up our present list by giving this department of our paper plenty of attention. In selecting correspondents, we try to get someone who is suitable and who will be a permanent resident in that locality. As a rule appointments are made on my own personal knowledge; I know personally nearly all of our fifty correspondents. We pay them all the way from a copy of the paper to $1 per week, according to the work they do. Only in one case have we any arrangements with our correspondents for getting subscribers. If enthusiasm suffers a relapse, I send a "jollying" letter or make a personal call."

Do Your Best for Your Paper

Every newspaper has its own individual methods of collecting and treating news. The way we like to have it done is to have our correspondents state plain facts in simple language, without the use of platitudes or ambiguity. Above all we do not want to print statements with a veiled meaning.

We want to know the movements of the people within our own radius and to become acquainted with everything of news value to our readers. It will facilitate our work greatly and make The Reformer a better newspaper, if you will write all items of especial interest on a separate sheet, so that we may treat it according to its importance by placing it under a proper heading. Many a significant bit of news is hidden from the casual reader by being placed under a general caption.

Look up the wording of the births, marriages and deaths notices and when making out your budget put these items on a separate sheet.

When important news happens in your locality after you have sent in your budget, get a "reverse" call on the telephone and we will write your story. Our number is 11.

Above everything else mail your letters so that they will reach this office not later than Tuesday night.

Copy of rules used by Simcoe Reformer.

B. C. PAPER PAYS $40 TO $60 MONTHLY.

Few weekly papers can afford to pay $40 to $60 monthly to country correspondents, but at the same time, how many are there, like the Vernon, B.C., *News*, that have a subscription rate of $2 per year? It seems likely that one feature

is a complement of the other. Louis J. Ball, manager of Vernon *News* writes as follows:

"We have at present 23 correspondents and pay most of them $1 per column, while a few of the better ones get $1.50 per column. Payment is made every month and it costs us from $40 to $60 per month altogether. We can only afford to do this by keeping our correspondents up to a very high standard and we believe those we have now comprise one of the best lists of correspondents of any weekly paper in Canada. Mr. MacKelvie, our editor, states that he is quite sure that we have exceptional material. A great many of our correspondents are very well educated and display excellent judgment in the matter of news and how to serve it.

We select new correspondents very carefully and because we pay them fairly well are able to get good ones. We also make a practice of sending each of them one of the latest books at Christmas, selecting these to suit the several correspondents as well as we can judge from personal knowledge or from their service as correspondents. So far as selecting any particular class of persons in the community we have not been able to follow any set rule. We have school teachers, business men, freight agents, printers, professional men, married women, also some clergymen. We usually start by getting a recommendation from someone whom we know living in the locality and who is able to judge. If the correspondent does not make good, or is not regular, we look out for another. By the process of elimination, we usually get good ones sooner or later. We know about half of our correspondents personally. In addition to paying them space rates, we pay 50c out of our subscription rate of $2 for new subscribers secured by correspondents and 25c each for renewals or collections.

With regard to keeping in touch with them and endeavoring to keep their enthusiasm up to the mark, we always make a note of it if they miss more than an occasional week and write them to find out what is the matter. If the correspondent cannot attend to it regularly, we take steps to get another. We have few failures. The editor also makes a point of asking for special reports of important events when these are in prospect and in other ways tries to keep in touch with them as far as possible. No enquiries or complaints are neglected and every request is given consideration. There is only one feature which is hard to control and that is the insertion in their notes of advertising paragraphs. But as these refer to entertainments, etc., we do not make any objections, though we do cut out price of admission and such portions as go beyond the mark. We have no set of rules. A new correspondent, if not experienced, gets a letter of instruction and is cautioned from time to time if the matter sent in calls for it."

THE VALUE OF BEING IN PERSONAL TOUCH.

St. Marys *Journal* has one of the best country correspondence departments of any paper to be found anywhere. Their experience, therefore, should be of particular significance to other papers who are desirous of building up this important department. Here is what they have to say as to the method followed:

"Realizing that good country correspondence is a prime necessity for the success of our paper, we have paid considerable attention to this department. We have built up our staff of correspondents by slow degrees. In selecting new ones we get suggestions from people living in the neighborhood. Occasionally we get a school teacher who is a good correspondent, but nowadays teachers are often too transient to make good correspondents. In appointing correspondents, we prefer to meet them personally, talk over the situation and impress upon them the importance of covering the news well and regularly. We find it pays to know correspondents and keep in personal touch with them wherever possible. Once a year we write a personal letter to each correspondent thanking them for their good work and urging the special importance of good correspondence during the winter months.

As to payments, we give a few of our best correspondents a free subscription to some paper or magazine. In addition to this we have an arrangement with each correspondent for getting subscriptions to the *Journal* and for this they receive a commission of 25 per cent. on all new subscriptions sent in. We have no printed set of rules to be followed by correspondents and would appreciate suggestions along this line. We keep a record in a small book kept for the purpose, showing the regularity or otherwise of each correspondent.

THE "NOSE FOR NEWS" IS ESSENTIAL.

A. W. Wright, publisher of the *Confederate*, Mount Forest, Ont., says:

"In selecting local correspondents, I do not follow any rule, but endeavor to get in touch with any reliable person with a "nose for news" and a liking for writing. The main condition is that they should be willing to try. Through the columns of the *Confederate* and in person we invite volunteers and by the same means encourage correspondence as much as possible. We also write letters to possible parties. Our correspondents receive no remuneration, but we furnish stationery and postage stamps. I keep in touch with them by personal interviews, by letter, and also encourage them by sending subscriptions to some paper or magazine, or other remembrance."

FINDS SCHOOL TEACHERS GOOD CORRESPONDENTS.

John McIntosh, publisher of Guelph *Mercury*, a paper which has an excellent country correspondence department in its weekly edition, has the following to say regarding the system by which he operates.

"We have a splendid staff of correspondents and endeavor to take good care of them. In selecting a new correspondent we try to get a man if possible and in many cases secure a local school teacher. Generally, we make appointments from the recommendations of someone we know. Remuneration varies from an annual gift to $35 cash for regular weekly correspondence. We do not do much in the way of arranging with correspondents to get subscribers; we find the paper sells on its merits if we give the service. At the end of every year, we notify correspondents of the number of times they have contributed and in this way we keep up their enthusiasm. We also write occasionally to stir them up if this seems necessary. Of course, the sending of the information referred to at the end of each year entails the keeping of a record of each budget from each individual correspondent as it is received."

A GOOD BASIS OF PAYMENT.

Perhaps the name "*Mercury*" possesses magic because here is another paper of that name that claims to have an extra good lot of correspondents "who almost seem to vie with one another in presenting attractive letters." Renfrew *Mercury*, of which W. E. Smallfield is proprietor, writes as follows:

"In selecting correspondents we first try to get some man who is prominent in the activities of the locality, or a woman who is active in Institute work, then the teacher or the preacher. Some of the latter are inclined to preach, but others have the news instinct. Generally speaking, we know the district and its active people and choose them personally. Those at more distant points are generally written to on the recommendation of some one else. With the ma'ority, however, we have personal acquaintance. With regard to remuneration, as a foundation, we supply

Hints to Mercury Correspondents.

Among the best friends of a good newspaper are its correspondents. As The Mercury designs to increase its corps, it has prepared the following hints for those newcomers who would help it in this direction: and those friends who have so ably assisted us in the past may find the hints interesting and perhaps useful.

First, let us impress that your news should be fresh. A letter of a few paragraphs each week is better than a longer communication fortnightly or monthly. Mail your letters so that they will reach us on Monday night or Tuesday morning. If anything important occurs after you have written, write again.

Never write anything which you would be ashamed to have appear over your own signature. When in doubt about anything you have written, put this test: Would I like the public to know that I had written this?

It is not fine or "flowery" writing that is wanted, chiefly. It is FACTS. Of course, if the facts are clothed in good English, and are brightly put together, so much the better. Get all the facts. Express them tersely. Make your sentences short.

A large share of the enemies a newspaper makes are the victims of correspondents' jokes. About the only time a joke is acceptable is when names can be given, and then it must be certain that the persons joked about enjoy the joke themselves. A joke which will be intelligible to a few persons only, is not desired for The Mercury.

Generally, don't criticize. Sometimes it becomes the duty of a newspaper, in the public interest, to criticize. Naturally, this makes enemies. Consequently, it is only right that the man who is to bear the brunt of the ill-will (the publisher), should decide what should and should not be criticized. In the ordinary way, therefore, it is safer for the correspondents not to criticize. If an occasion arises which, it is deemed, demands publicity in the interests of the community, write full particulars to the editor, on a separate sheet, of all the interests involved; and let him decide whether the publication is justified or not.

There is a tendency in modern country journalism to turn the newspaper each week into a directory of the little doings and comings and goings of everybody in the community. People like to see their names in print! Of that there is no question. And the idea is that those who see their names in print will become subscribers. The Mercury wants subscribers, as much as any. But it also wants its subscribers to become intelligent thinkers. It wants to give them what will do them good as well as what will simply tickle their vanity. Hence the hint we give on "Personals" is: If anyone takes a trip to the far parts of our Province or any distant place, or makes a journey of any length because of some reason which is interesting—certainly mention that. If you find other news is short and feel that you have to develop the nearer-home Personals, then see that all the neighbors get equal treatment, and do not simply mention frequently a few close friends.

If anyone makes a noticeable improvement in property, or performs a praiseworthy act of any public character, see that it is mentioned. People like to be praised. We want them to be praised when they deserve it.

Keep an eye on the societies. What they are doing to improve the community, duly tell about.

Accidents and offences—How? When? Where? What Damage?

Keep a notebook in your pocket. Whenever anything occurs to your mind which would be a "good one" for The Mercury, jot down a note of it. Then, when on Monday you sit down to compile your budget, you will be surprised to find how many interesting matters have occurred for you to write about.

The law says that you shall hold no person up to ridicule. It is a libel to do so.

Correspondents are human. They have their friends and their enemies. Be careful that your preferences do not too strongly color your news items. Be fair. If those you do not like, do noteworthy or praiseworthy things, see that it is mentioned, even though it almost hurts your feelings to write the item. Contrariwise, see that your friends are not unduly puffed up. That newspaper writer is the best who most successfully subdues his personal preferences in news-gathering.

Mention of a meeting yet to take place is advertising and, generally speaking, should be paid for. Mention after the event is news; and that is what we want.

We desire to make The Mercury both a recorder of, and a leader in, all that is best in the material and social development of our county. In that our correspondents can help us very materially.

Finally,

Get all the news; and get it accurately.

The above rules neatly printed in four-page folder and distributed to Renfrew Mercury's Correspondents.

all stationery and postage and free subscription to the writer, and if he wishes to a friend also. Sometimes we add a magazine and in the larger centres, where there are longer letters, sometimes we add a cash honorarium at the end of a year. Except in the case of one or two distant correspondents to whom we allow commission we have no arrangements with them for getting subscribers. Occasionally we write special letters to correspondents asking them to write up some special event. We try to improve our correspondents by supplying each with a set of rules."

FINDS IT HARD TO GET GOOD CORRESPONDENTS.

The *Compton County Chronicle* of Cookshire, Quebec, expresses a difficulty which no doubt has confronted many other weekly newspapers, viz.: that of securing correspondents with sufficient breadth of view and news instinct. R. Bartholomew, publisher of the *Chronicle*, writes as follows:

"Weekly papers as a rule cannot afford to pay correspondents regular rates and as a consequence a great many of them are women, farmers' wives and teachers. They usually confine themselves to a very narrow circle of friends and give more attention to small social affairs than to the more important business and other transactions of the community in which they live. It is impossible to secure a business man in almost any section, as they will not bother themselves writing to the local paper, therefore speaking from the country weekly standpoint, we are obliged to take whom we can get. In securing new correspondents, we make personal calls wherever possible and for this reason we know nearly all of our correspondents. We give them a small present occasionally and in addition give 50c for getting new subscribers. To revive their enthusiasm we write a personal letter sometimes. We have no printed set of rules and do not keep any record of the amounts sent by different correspondents."

SIMPLE CARD KEEPS CHECK ON CORRESPONDENCE.

The Waterford (Ontario) *Star*, has an excellent system for keeping a check on the regularity or otherwise of correspondence. This was described and illustrated in the December, 1914, issue of PRINTER AND PUBLISHER, page 34. The idea is simply to have a card tacked on the wall beside the compositor who handles the country correspondence copy. This card is divided into squares and an X is placed under the date and opposite the name of the place as each week's budget of correspondence is received. In this way, it is always easy to see in a minute if any correspondent is not doing all he should and get after him by telephone or letter. It is made a rule if any correspondent

drops off for three or four weeks to write and ascertain the cause.

Further in connection with country correspondence. P. George Pearce, the proprietor of Waterford *Star* says: "In appointing a local correspondent, we try to secure some responsible young lady who has lived some years in the locality. We try to meet her personally and also get a recommendation from some one whom we can depend upon. We know all of our correspondents personally. We do not give any stated remuneration, but furnish paper and supplies and give a present at Christmas, also send a friendly letter two or three times during the year. We have no arrangement with correspondents for getting subscribers. We have no set of rules to be followed by correspondents, but feel this is something we should have."

ALBERTA PAPER PAYS 25c. PER LETTER.

J. E. Johnson, publisher of the *Canadian*, Camrose, Alberta, pays correspondents 25c per letter and in addition furnishes stationery and stamps. Mr. Johnson does not consider, however, that the payment of money is the most important factor in getting good correspondents. He says:

"Although we pay 25c per letter and furnish stationery and stamps, we find by far the better correspondent is the one who is interested in his town or district and corresponds because he wishes to advertise his community and not for the small remuneration. Those who work only for the money are as a rule the poorest correspondents. In selecting correspondents, therefore, we try to get a live member of the Board of Trade, or one who is interested in his town or community. Failing in this, we try to get a school teacher, preferably male. Our third choice is a store clerk or telephone office employee. We not only try to get regular correspondents, but also others in the district interested in the paper and make them feel that it is *their* paper. We allow 25 per cent. commission on new subscriptions and 10 per cent. on renewals. However, we find that our correspondents turn in very few subscriptions. We keep a record showing the regularity or otherwise of correspondents on a specially ruled form with spaces for each issue and we mark whether or not correspondence was sent for that week's paper. There is also a space on the form for showing what stationery and stamps were sent. One of these sheets covers three months."

ENCOURAGING CORRESPONDENTS TO WRITE GOOD COPY.

W. Powell, *East Elgin Reformer*, Aylmer, Ont., writes: "The method I am going to try is to take a particularly good piece of work of our best correspondent and mail it to those who do not seem to grasp the "news" idea. I have a school boy at one place—he gets the news, every particular—and I rewrite it. This boy wants to be a newspaper man, and I give him every encouragement. We have 19 correspondents, and I know them nearly all personally. I believe in getting good correspondents and paying cash for their work. The rule we follow is to pay 25c for each accepted letter and I have always found that the cash does the work so far as keeping up interest in the *Reformer* is concerned."

AGENCY OPENS TORONTO OFFICE.

THE Advertising Service Co., Limited, of Montreal, have opened a Toronto office in charge of Clarence T. Solomon, for the past fifteen years with H. Gagnier, Limited, Toronto, and for the past eight years, manager of the Advertising Service of that firm. Mr. Solomon takes the position of vice-president with the Advertising Service Co. His new position renews a connection of several years with Mansfield M. House, the president of the Advertising Service Co., who was formerly Montreal manager for Gagnier Advertising Service.

The Stratford Herald Instructions to Correspondents.

Correspondents are requested to use numbers as assigned them in signing their correspondence. Your number hereforth will be

Brevity and terseness are first requisites, along with clear, careful writing, so that the editor can be in no doubt as to meaning intended.

Especially be careful to have proper names and initials correct and unmistakably written. Where possible always give initials or Christian name of a person referred to.

Trivialities and personal slurs or jokes invariably give pain in some quarter and are not welcome in The Herald's columns. It is not The Herald's mission to "crack at" unoffending persons or to be a weapon for someone desiring to work off a grudge.

Matters that should not be overlooked: Fires (with loss and insurance), births, marriages, deaths, personal mention (not trivialities), removals, presentations, church news, improvements, new buildings, exceptional harvest yields and unusual occurrences generally of a proper news nature, public meetings, sporting news, business changes, new residents, etc.

Deaths of old settlers especially should be fully written up, as a tribute to our pioneer heroes and heroines. Names of immediate family and close relatives surviving should be given, and also in cases of notable funerals the pallbearers, officiating clergymen and attending relatives or friends from a distance.

In writing marriage notices it is proper to say that the woman was married to the man, not vice versa. In giving lists of officers, the office should be written before, not after, the name of the person who is to fill it. Thus: "President, John Smith"; not "John Smith, President."

In reporting weddings omit lists of presents.

Do not abbreviate words, except where the abbreviation would appear in print. Do not use the abbreviation "Dr." unless it is to be followed by the doctor's name. Do not write "Rev." Jones" for "Rev. John Jones." Do not write "Mr. S." for "Mr. Smith," etc. In fact the use of contractions at all should be severely limited.

Try to avoid using expressions like "Sundayed" for "spent Sunday," "took in" for "visited," and other inelegant expressions.

Observe strict impartiality and fairness. Avoid display of bias, either personal or political, and strive to write so that the whole community will respect the correspondence.

Often there is great pressure on the columns of the paper and condensation may be made by the editor. The correspondent should not take it amiss if under stress of circumstances his matter is slightly abbreviated.

If a correspondent is particularly anxious that a certain matter, perhaps seemingly unimportant, should be recorded, he should so advise The Herald in his correspondence, giving his reasons for so desiring.

In writing correspondence, separate words distinctly, and do not crowd too many lines on a page. **Never write on both sides of the paper.**

Please send copy in early. Matter for the Weekly should be in by Monday, if possible. In case of anything exceptional, send report immediately on the heels of the occurrence, for use in The Evening Herald in advance of The Weekly Herald. In case of anything exceptional, and it is impossible to get news to us by mail the same day, the correspondent is at liberty to use telephone or telegraph, being economical in description, as wire tolls are high.

Do not seal correspondence envelopes, and do not gum the flap of the envelope on the correspondence.

All correspondence should be dated. Put date at left-hand side, where it is when printed.

In asking for fresh supplies, correspondents should state whether they require paper or envelopes, or both.

REVIEW OF SPECIMENS

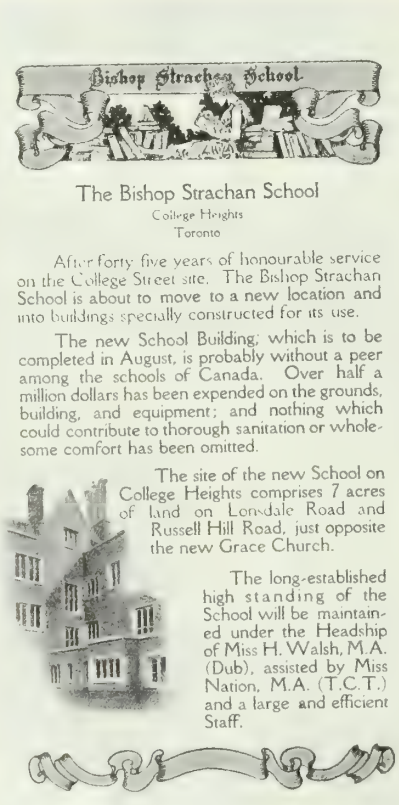
THIS DEPARTMENT is devoted to the cause of good printing in Canada. It aims to commend where commendation is due and to offer constructive criticism as opportunity occurs. Its services are free to all readers.

May we be of service to you?

As a reader of PRINTER AND PUBLISHER you are cordially invited to forward a package of specimens from time to time, for review and criticism. Why not make up a package now while you think of it. Address "Review of Specimens Department, PRINTER AND PUBLISHER, 143-153 University Avenue, Toronto."

THROUGH THE courtesy of Federated Press Limited, Montreal, we are enabled to present to our readers the beautiful insert opposite. This is an exact reproduction in original colors of a page from a folder produced by Federated Press Limited, Montreal, for the Canadian Consolidated Rubber Co., Limited. It was planned and designed by R. W. Ashcroft, advertising manager of the latter company. The folder consisted of 12 pages, each 5 x 8 inches; two were title pages and the remaining ten showed styles and colors of "Dominion" bathing caps. Three-color process inks are employed with border in black, the shaded design producing a gray tinted effect. Stock was roughed after printing. The entire job reflects great credit upon its producers. It is another evidence that Canada is not one whit behind in the matter of turning out an excellent quality of process color work.

A SCHOOL ANNOUNCEMENT suggests possibilities to the printer who is always on the watch for the artistic and in the booklet for the Bishop Strachan School, a page of which is reproduced herewith the inherent possibilities of such a job have been well developed. The work is that of the Moore Bros. Printing Co., Toronto, and is very admirable indeed. Each page is typographically arranged and is illustrated like the one shown here, della robia type being used throughout most effectively. The title page and cover (same plates for both), are hand-lettered in Old English. Black and red are used on the cover, while photo brown and red are used on the inside pages, the illustrations at top and bottom being in the latter color. Cover stock is cream, ripple finish and inside is of suede finish coated, buff. Cover is deckled on one edge and overhangs.



Appropriate combination of type and illustrations in booklet by Moore Bros. Ptg. Co., Toronto.

THE EDITORS are always particularly pleased to receive requests for review of specimens from printers in the smaller towns and villages. It often happens that work of a really high order is turned out in small offices.

A "PROGRAM OF Easter Services" is a piece of work that calls for a certain orthodox treatment which is pretty generally known to printers. Some appropriate characteristics which should not be entirely lacking are the use of Old English Text type, lily ornaments, cross, purple stock or purple ink on white stock. The first page of the "Sacred Cantata" sent for criticism by H. J. Garner, The Sutherland *Press*, Sutherland, Sask., possesses some of these desirable features, but is a long way from being an ideal. The outside border with Oxford corners was a good start, though six-point rules should have been used instead of two-point. The rest of the rule work might well have been omitted altogether. With this out of the way, Old English type could have been employed to complete a good page, care being taken not to use too large sizes and grouping symetrically. The ornament used is not strikingly appropriate, but is cheery.

O. K. PRESS LIMITED, Winnipeg, have produced a somewhat novel blotter in the one reproduced in half-tone on page 43. Readers will recognize "The Goddess of Spring" cartoon, having seen it in the April issue of PRINTER AND PUBLISHER, The "clipping" which balances up with it on the right is also from our April issue, both appearing in the article for publishers on how to get more advertising this spring. Incidentally the O. K. Press have demonstrated that it is possible for job printers to benefit from articles for publishers. Colors of ink used are green, black and white. The tree design at the top, the words "Clean-up" and "Mr. Business Man:" and part of the firm's trade mark are in green. The balance is in black with the exception that tint blocks have been printed in white as a back-ground for the "clippings," thus securing a very realistic effect. The use of a tint block in this connection is a good point for printers to remember. Typography and general arrangement is good.

O.K. Press, Limited, has occasionally submitted specimens for criticisms in the past, and these have generally been of a high order. The work of this firm has a distinctiveness and character that other readers seeking a good example to follow would do well to emulate.

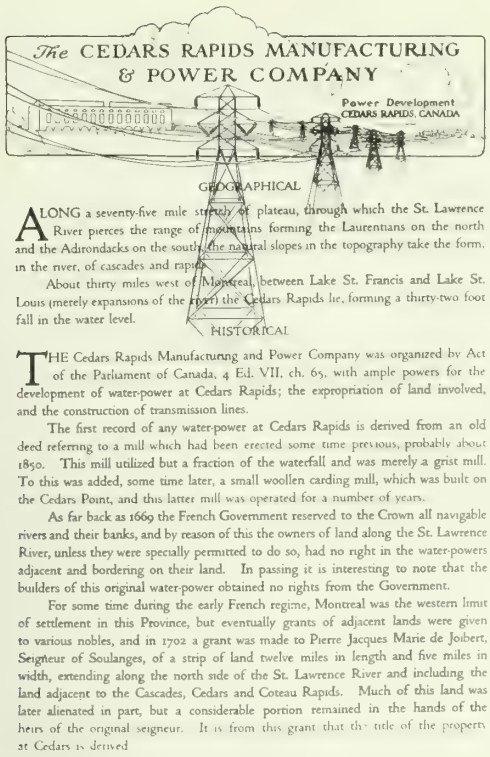
"Dominion" Bathing Caps



WATER NYMPH *Red*

STYLISH AND PRACTICAL

REPRODUCTION of page from folder produced by The Federated Press Limited, Montreal, for Canadian Consolidated Rubber Co., Limited.



The CEDARS RAPIDS MANUFACTURING & POWER COMPANY

Power Development
CEDARS RAPIDS, CANADA

GEOGRAPHICAL

ALONG a seventy-five mile stretch of plateau, through which the St. Lawrence River pierces the range of mountains forming the Laurentians on the north and the Adirondacks on the south, the natural slopes in the topography take the form, in the river, of cascades and rapids.

About thirty miles west of Montreal, between Lake St. Francis and Lake St. Louis (merely expansions of the river) the Cedars Rapids lie, forming a thirty-two foot fall in the water level.

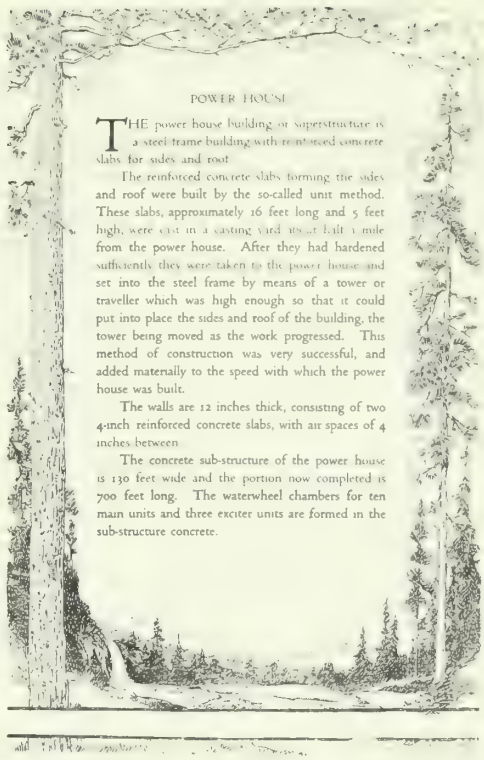
HISTORICAL

THE Cedars Rapids Manufacturing and Power Company was organized by Act of the Parliament of Canada, 4 Ed. VII, ch. 65, with ample powers for the development of water-power at Cedars Rapids; the expropriation of land involved, and the construction of transmission lines.

The first record of any water-power at Cedars Rapids is derived from an old deed referring to a mill which had been erected some time previous, probably about 1850. This mill utilized but a fraction of the waterfall and was merely a grist mill. To this was added, some time later, a small woollen carding mill, which was built on the Cedars Point, and this latter mill was operated for a number of years.

As far back as 1669 the French Government reserved to the Crown all navigable rivers and their banks, and by reason of this the owners of land along the St. Lawrence River, unless they were specially permitted to do so, had no right in the water-powers adjacent and bordering on their land. In passing it is interesting to note that the builders of this original water-power obtained no rights from the Government.

For some time during the early French regime, Montreal was the western limit of settlement in this Province, but eventually grants of adjacent lands were given to various nobles, and in 1702 a grant was made to Pierre Jacques Marie de Joibert, Seigneur of Soulanges, of a strip of land twelve miles in length and five miles in width, extending along the north side of the St. Lawrence River and including the land adjacent to the Cascades, Cedars and Coteau Rapids. Much of this land was later alienated in part, but a considerable portion remained in the hands of the heirs of the original seigneur. It is from this grant that the title of the property at Cedars is derived



POWER HOUSE

THE power house building or superstructure is a steel frame building with reinforced concrete slabs for sides and roof.

The reinforced concrete slabs forming the sides and roof were built by the so-called unit method. These slabs, approximately 16 feet long and 5 feet high, were cast in a casting yard about half a mile from the power house. After they had hardened sufficiently they were taken to the power house and set into the steel frame by means of a tower or traveller which was high enough so that it could put into place the sides and roof of the building, the tower being moved as the work progressed. This method of construction was very successful, and added materially to the speed with which the power house was built.

The walls are 12 inches thick, consisting of two 4-inch reinforced concrete slabs, with air spaces of 4 inches between.

The concrete sub-structure of the power house is 130 feet wide and the portion now completed is 700 feet long. The waterwheel chambers for ten main units and three exciter units are formed in the sub-structure concrete.

Two pages from a beautiful prospectus produced by Desbarats Printing Company Ltd., Montreal. Text in black, decorations in green tint. Green stock used.

ON THIS PAGE are shown two typical pages from a particularly well handled prospectus for the Cedars Rapids Manufacturing and Power Co., produced by Desbarats Printing Co., Limited, Montreal. The book is 7 x 10 inches, 48 pages and overhanging cover. Cover is embossed with the firm name in dark green, with waterfalls decoration blind embossed. Cover stock is light green, ripple finish. The book is tied with green cord. Inside is printed on green coated, very high finish. The above pages give a good idea of the decorative effect that is carried throughout. The border design, etc., are printed in a green tint. There are numerous illustrations in half-tone, a number being close cut with excellent effect. Each view is provided with an appropriate border which is printed in green and serves as a "frame." On the centre two pages is a bird's-eye view of the development work presented in realistic colors. The several zinc plates showing cross sections, etc., are also well handled. The half-tones are worthy of special mention, because their appearance demonstrates the value of retouching and good presswork. The book is one of the finest of its class we have seen.



An attractive blotter suggested by an article in Printer and Publisher.

EXCELLENT SPECIMENS continue to come from Joseph L. Hill, with Port Colborne (Ont.) *Citizen*, who has been a frequent contributor in the past. The title page of the "Auditor's Report" is good except that the dollar sign intended to serve as an ornament would be better omitted. It is more suggestive of a bargain sale than the financial statement of a municipality. The cover page of the "Constitution and By-laws" for the local Fire Brigade is handled in a somewhat novel manner, and still presents a commendable appearance. The suggestion might be offered that on a booklet of such a permanent nature a darker stock would be more serviceable than the pretty pale blue that was selected. The underlines rules on the Poehlman statement are superfluous; otherwise excellent.

In handling business stationery forms it is well to treat simply and legibly, as attempts at ornamentation and flourish are out of date and give the appearance of "overdressing." In another part of this issue there appears an article on this subject in which the point is made clear that a firm's stationery should convey its prestige and seek to establish confidence on the part of the recipient.

You Can Do What These Firms Are Doing

How to Sort Trimmings Without Trouble.

Some printing firms have made an attempt to keep their white trimmings and their colored trimmings separate, but have found it entailed a great deal of work and the two grades frequently became mixed in spite of their best efforts. John W. Freeman, superintendent of the bindery of the Milne Bingham Printing Co., Toronto, has worked out a simple though very efficient solution to the problem. Just behind the cutting machine operator is the mouth of a chute leading to a bin in the basement. This bin is in two sections—one side being for No. 1 white cuttings and the other for mixed cuttings. A hinged board is attached to the partition dividing the two sections of the bin and this board runs into the mouth of the chute. A strap is attached to the board and the cutting machine operator can swing it from one side to the other as he desires. Thus, if the board is swung to the right side it has the effect of opening the chute into the white cuttings section of the bin and closing entirely the entrance to the mixed cuttings. If swung to the left side it has the opposite effect. If desired, this board can be left standing upright in the centre and with a little care, cuttings can be put in one side or the other at the same time. This system is really less trouble than if all the cuttings were kept together in bags or in a box below the cutter and it helps to keep the room clean and tidy. A year or so ago the cuttings were not kept separate as they are now and Mr. Freeman estimates that they get a good deal more for their waste paper now than they did at that time. A baling press is used in the basement for baling the paper, as it accumulates.

A Revenue of $600 a Year.

To transform waste into profit to the extent of $600 a year should appeal to any printing and publishing firm. This is what Ontario Press, Limited, Toronto, have done and for that matter what any other printing firm can do in a greater or less proportion according to its size. In the Ontario Press two kinds of waste paper are taken care of, viz.: No. 1 white trimmings and mixed scrap.

What Two Small Offices Get For Their Waste Paper.

Here are examples of what two small Toronto offices get for their waste paper. Each has a cylinder and two Gordons, so the amount of waste paper produced by each should bear comparison.

College Press, Limited, sell all their waste paper as scrap, as they do not consider it worth while keeping the white trimmings separate from the rest. Looking up their receipts for waste paper covering a year, they found the total to be $17.45.

Queen City Press, Limited, keep their white trimmings separate from their mixed waste with the result that their receipts for the former amount to about $1 per month, while the mixed waste brings $1.25 to $1.50. In other words, their total income from waste paper during a year amounts to not less than $25.

Waste Paper as a By-Product

A Source of Profit that is Being Overlooked by Many Printers—Should Co-operate in Shipping

THE TERM "waste paper" is a misnomer. What printers and publishers are accustomed to call by that name should really be regarded as a profitable by-product of the printing and publishing industry. There is scarcely an industry to-day that does not have one or more by-products—some industries have a great many. It frequently happens that while it appears on the surface that the manufacture of a certain article would be a simple undertaking it is found that it entails the profitable disposition of numerous by-products and often these bear very little relation to the basic article. In fact, sometimes the handling of the by-products constitutes the larger portion of the business, in other words, the tail wags the dog. This is not so in the printing business, however, but that is no reason why a comparatively insignificant by-product like "waste paper" should be despised altogether, and after all, as the illustrations on these pages show conclusively, it is not so very insignificant either.

The message of this article and the one on the opposite page may be summed up in the following words: "Scrap paper is not necessarily waste, but should be regarded as a legitimate and natural by-product of the printing and publishing industry, and as such should be handled so as to bring the highest return and sold in the best market."

LARGELY AN INDIVIDUAL PROBLEM.

The problem of handling what is commonly called waste paper so that it is no longer waste but becomes as great a source of revenue as it is possible to make it is one that must be looked at from different angles by printers and publishers in different circumstances. For instance the problem is not the same by any means for the big city job printer as for the small town publisher, nor is it the same for the firm located in or near the large centres where waste paper is handled as it is for those situated long distances from these centres. One reason why more printers are not more successful in the profitable disposition of their scrap paper is that there have been too many generalities circulated about it. *It is decidedly an individual problem* and must be as carefully studied as any other phase of the printing business in order to get the most out of it.

SELECT THE EXAMPLE THAT MOST NEARLY FITS YOUR CASE.

In making a study of the subject for the benefit of readers, PRINTER AND PUBLISHER has gathered together a number of illustrations of what Canadian printers and publishers are doing in the way of disposing profitably of their waste paper. Those referred to on this and the opposite page were selected with a view of presenting a variety of typical examples that would make an appeal to printers and publishers of every class. This will enable the reader to size up his own situation fairly well by comparison with one or more of the examples given.

Of course it must not be forgotten that the amount received depends upon a number of factors besides the actual volume of scrap paper produced. Keeping the stock fairly clean of dirt, properly classifying it when it is not too difficult to do so and the quantities of the various kinds warrant this, packing it so as to obtain the lowest freight rate and selling it in the best market, are all factors that directly affect the net profits from the marketing of this, the principal by-product of the printing industry. These questions are dealt with more fully in the article opposite, entitled "Benefits of Sorting and Baling."

HOW PRINTERS IN SMALLER PLACES CAN CO-OPERATE.

There are ways in which the printers and publishers located in smaller towns and cities can co-operate, not only among themselves, but with merchants and other business firms which have quantities of waste paper and are prepared to give it a certain amount of attention to make it ready for shipping. As pointed out in the article opposite it is generally found that it pays better to spend the time of a junior employee in baling the paper, because of the more favorable freight rate secured, as well as because of other advantages also. The main feature of co-operation would be of course, in the shipping of the bales, making up car lots so as to secure the lowest rate. The shipment could then be made in the name of one firm and the freight divided and collected from each firm co-operating according to the weight of each individual shipment included in the car. In the rural districts there appears to be a good suggestion here for the consideration of district press associations. It might be possible for stock to be gathered at a junction point and shipments made in car lots from there or in some cases arrangements might be made locally for a part car to be held up at the next depot for completing the car load.

Benefits of Sorting and Baling

When it Pays to Sort Stock and When it Does Not—Use of Baling Machine Effects Economies

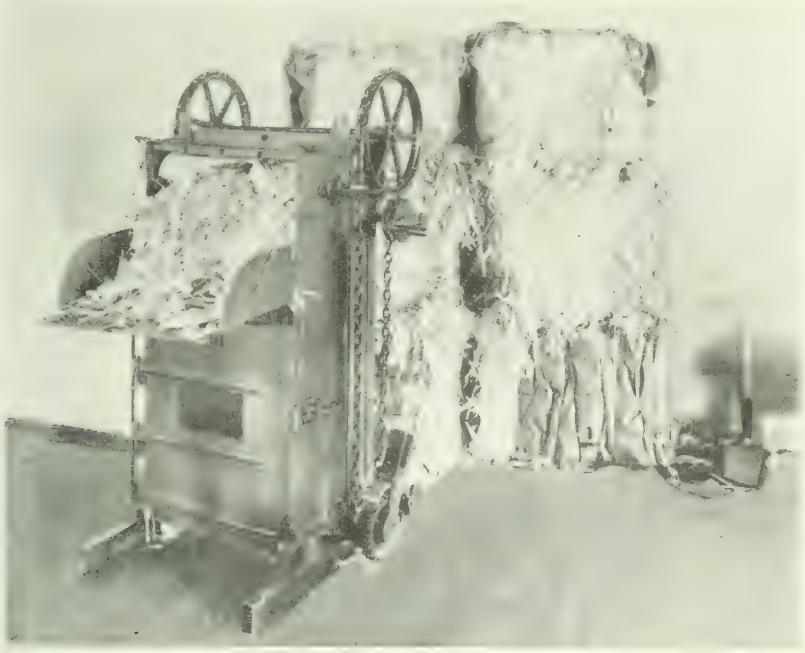
THE KINDS of waste paper generally produced by printing and publishing firm are divided into six classes, as follows: mixed scrap paper and cuttings; mixed cuttings; No. 1 white cuttings; catalogue trimmings; No. 2 white cuttings; and No. 1 flat stock.

DESCRIPTION OF GRADES AND AVERAGE PRICES.

The first named, mixed scrap paper and cuttings, is the lowest grade and consists of any kind of paper free of waxed or stuck paper and parchment. The Toronto price for this quality at the time of writing is 30 cents a hundred pounds.

The next grade is known as mixed cuttings and consists of any kind of cuttings, free of waxed or stuck paper and parchment. This quality brings about 40 cents a hundred, Toronto price.

No. 1 white cuttings is the term applied to all white cuttings, clean and unprinted, composed solely of bond and book cuttings, which must be entirely free of ground wood fibre. This sounds like rather severe requirements but when complied with the Toronto dealers offer the very acceptable price of $1.60 a hundred.



View of Waste Paper Baler in Actual Use in Stewart's Bindery, Toronto.

Catalogue trimmings must have not more than 4 per cent. cover stock or colored inserts (such as would come from a 100-page catalogue with colored cover and two insert pages). The price offered is around 60c.

No. 2 white cuttings may be of stock containing ground wood in any quantity whatever. In includes newspaper blank stock as well. No wax paper, parchment, stuck paper, or cardboard should be included. Price around 80c.

The last grade listed is one that is only likely to be produced in large printing plants. No. 1 flat stock means over-issue sheets of books or magazines, etc., these also must be absolutely free o fground wood fibre. The price at Toronto for this grade is 70 cents a hundred.

BALING CAN BE LOOKED AFTER BY APPRENTICES OR MESSAGE BOYS.

Work in connection with the handling of waste paper that the apprentices or even the message boys can do to advantage is that of baling the paper for shipment. This is an absolute necessity for firms located some distance from their nearest market, because otherwise the freight rate would be prohibitive, the railway companies allowing a better rate on bales than on bags, because of the smaller bulk. Of course the cheapest way to ship is in car lots and it requires 24,000 lbs. or more in one car to obtain the very lowest rate. Obviously, baling the paper is the only method whereby loose scrap can be sufficiently compressed to get this quantity in a car.

These Firms Pay the Freight and Make a Profit

Bales it Now Instead of Burning it.

The experience of C. A. Goodfellow & Son, publishers of the **Gazette and Chronical**, Whitby, Ontario, should be of particular significance to other small town printers and publishers who are situated about the same distance from the market as they are. Here is what they say:

"About three years ago we purchased a waste paper baler and since then have baled up and sold all our waste paper. Previous to three years ago all we could do was to burn up the waste paper as it accumulated, necessitating a good deal of time as a boy usually had to watch the fire until all danger from it was passed. It also was very inconvenient, smoky and dirty. The baler removes all these difficulties and objections. As the paper accumulates it is simply shoved into the baler, pressed down occasionaly and when the baler is full the lot is wired up and stored for shipment.

As an example of what we realized from our waste paper, we would say that during the past year, that is from May, 1914, to May, 1915, we have realized over $35, after paying freight charges to Toronto. This means that the baler pays for itself in one year.

We are the only persons in town who, so far as we know, ship away waste paper, so that we cannot combine with others to ship a car load. Our storage accommodation is small, so that we have to ship when we have not more than a couple of tons. If we could ship with other persons, or in larger lots, we could clear even more out of the paper, by making a saving in freight. We are very much pleased with our success in the baling of waste paper. We get from 22 to 25c per hundred pounds, according to the size of the shipment.

Three Cars a Year—$300.

W. J. Taylor, managing director, *Sentinel-Review*, Woodstock, Ont., says:

"For some five years or more our commercial printing department has been marketing its waste paper to advantage. Two weeks ago we shipped a car to Toronto which brought us $127.38, less $18 for freight charges and $6 for cartage at this end, thus netting us $103.38. This covered the accumulation of about four months. We ship about three cars a year, which nets us in round figures about $300 per annum.

We have found that the only way to market waste paper is to put it up in bales and store it so as to be able to ship a full car at one time. In classifying the waste paper, we have found it advisable to keep our job cuttings in two lots—one white book cuttings, and the other mixed waste. In the case of old newspapers, we keep the over-issues separate from the old dirty newspapers and in this way get about ten per cent. more for them. The paper is baled by the janitor during his spare time and it takes no longer to bale the paper than it would to get rid of it otherwise. We would recommend anyone having quantities worth while to put it in shape, bale it and thus be able to market it to the best possible advantage."

Other advantages of baling are the saving in storage space, the additional greater ease in handling baled paper, the added cleanliness of cellar or storage room and the lower fire risk given by the insurance companies when paper is baled from day to day instead of being permitted to lie around loose or in bags. These are important considerations, especially for printers whose output is small and who must needs hold their stock for some time until a sufficient shipment accumulates.

BALER WILL SOON PAY FOR ITSELF.

It is an actual fact in the experience of many printers and publishers that a baling machine will pay for itself many times over. There are a number of good makes on the market, some suitable for very small plants, and practically any of them can be operated satisfactorily by an average boy in his spare time. This is a splendid feature of handling waste paper—once the system is gotten under way it is practically self-operative. But to put it under way or revise the present method of disposing of scrap in many offices should occupy the painstaking thought and thorough enquiry of any printer and publisher who is really desirous of making the maximum profit out of this important, but much neglected by-product.

SOME FACTS ABOUT SORTING AND GRADING.

Paper mills do not buy waste paper until it has been carefully sorted, This work must be done by the waste paper dealer and it is obvious that the value of time thus spent in the dealer's warehouse must be added to the sum paid the printer before a profit can be thought of. It is obvious also that if the work of sorting is done or even partly done by the printer before his stock is shipped to the dealer the work of handling by the sorters is lessened and a better price is obtained by the printer for his scrap. For these reasons it is scarcely fair to quote hard and fast prices for the various grades without the explanation that such prices only apply when the waste paper sold to the dealers grades up to the quality it is intended to represent. Sometimes it happens that a shipment of scrap is better than the lowest grade but not entitled to the next, and so on, and for this reason the price paid depends altogether on the actual value of the consignment, though it is customary for printers and publishers to enter into an arrangement to sell all their waste paper to one dealer at certain prices. This can be done, however, because a sample bale or shipment will show what sort of scrap is being produced.

Not only the large firms but sometimes the smaller firms also will find it profitable to consider the question of sorting. For instance, if a large job is passing through the establishment and the trimmings of white cuttings accumulate in a considerable quantity is would most certainly pay to keep these separate. Then again in some of the towns and cities located too far away from a market to make it profitable to ship the 30 and 40-cent grades, it might be quite worth while to take care of No. 1 white cuttings, which brings $1.60 at Toronto at the present time. This suggests co-operation among local printers to make up shipments of their better grade scrap.

WHEN IT PAYS TO KEEP DIFFERENT KINDS OF SCRAP PAPER SEPARATE.

Most of the larger firms—all of them, in fact, who have made a study of the profitable disposition of their waste paper—make it a rule to keep the various classes separate and in this way obtain a much better price on their total output than the dealer could otherwise afford to pay them. Keeping bundles or bales free from dirt is also a consideration, not only because of the time taken by the sorters in shaking it out but because of the false weight thus secured.

BUT IT DOES NOT ALWAYS PAY TO SORT STOCK BEFORE SHIPPING.

The reader must not get the idea that it invariably pays the printer or publisher to carefully sort his waste paper before shipping to the dealer. In many cases it does not. For example if the difficulty of keeping the various kinds separate is quite considerable, and the quantity of the better grades very small it is advisable to bulk it all as "mixed scrap," and as such it will bring at least 30 cents, if reasonably clean. Then again it is altogether unprofitable for the printer to think of carefully sorting his own waste paper as it is done by the large dealers. Even if apprentices or other cheap help can be spared to do such work it is still unprofitable because it is a case of competing against the very inexpensive but highly trained sorters at the dealer's warehouse and in addition the carefully worked out facilities of the dealer for handling the paper rapidly.

A Job Printer's Opinion of "Printer and Publisher"

FORT WILLIAM, ONT., April 28, 1915

PRINTER AND PUBLISHER:

"We have received our first copy, the April number of PRINTER AND PUBLISHER. The first, because this company has been organized only a few months and although one of the American printing journals has been coming our way, we had overlooked PRINTER AND PUBLISHER and right now we realize that we should have long ago been on your mailing list.

The writer has gone through the April number with a great deal of satisfaction and was agreeably surprised to find such a bright, crisp lot of news and information pertaining to the trade in general that cannot help be of value to all readers."

FORT WILLIAM PRINTERS, LIMITED,
J. A. Head, Manager.

Waste Paper is No Longer a Nuisance to These Firms

Baler Turned Waste Into Profit.

Formerly to have paid for having waste paper carted away but for a year past to have the experience of selling it at a profit sounds interesting. This is what has been done by Wilson and Wilson, publishers of the Lindsay *Post*. They say:

About a year ago we put in a baling press and packed our paper and although we have made only one shipment up to the present, we find the results very satisfactory. We are now ahead of the game $16.80, which represents clear profit, because we have had no more trouble during the past year than we had when we gave the paper away. We formerly sent waste paper to the dump, or gave it to some of our neighbors who were shipping waste paper. In future we will ship our paper jointly with some other firm in town or hold it till we get a car load when freight rate will be much less and our returns will be greater. Our porter looks after this end of the business and the cost of handling the paper is less than when we used to bag it and send it to the dump, for at that time the cartage cost us 50c per load and we received no returns."

Co-operates With Other Firms in Shipping.

Howard Fleming, managing director, Owen Sound *Sun*, writes as follows:

"We have a baling machine in our basement and all of the waste paper is taken there and baled up from day to day. This is done by one of the boys in our office. About once or twice a year, we ship the paper to one of the Toronto dealers. Usually we accumulate two or three tons of waste paper in the course of a year. There is very little in it for the shipper to send a small quantity and recently we have been combining with a number of the wholesalers and retailers in the town and together with them ship a car load. This is the most profitable way of handling baled paper as the car load rate is only about half the rate on a small quantity."

Cleared $171.23 on a Car Load.

Of course, not all printers have the amount of waste paper which is produced by a large firm such as A. Talbot & Co., London, Ontario. However, there is no reason why smaller firms should not do equally well in proportion. A. Talbot & Co. have the following to say regarding their experience with waste paper:

"We find the most profitable plan is to keep two boxes containing the waste from cutting machine and to separate the mixed or colored clippings from the pure white as much as possible at the time of cutting, as the difference in price between the pure white cuttings and the mixed is great enough to warrant doing this. We bale all our waste paper and find the most profitable way is to hold it until we have enough to ship a car load, the minimum car being 12 tons. We shipped a car to Toronto recently, the total invoice value at the market price at that time being $195.23. This car consisted of 18,402 pounds of mixed cuttings and 9,384 of pure white, making a total of 28,786 pounds or a little over 14 tons. It cost $24.40 to deliver this car in Toronto, the rate being $1.70 per ton in car lots from London to Toronto. Car load therefore netted us $171.23. There is, of course, the time of the men baling and handling the paper, for which it is impossible to give an accurate estimate."

Why Summer Rollers are Necessary

And Other Facts About Rollers and Their Care

THERE IS no such creature as an "all-the-year-round roller," at least not in Canada, where the magnificent variation in climate of which we Canadians are justly proud, demands a decidedly different roller composition for winter and summer. If you try using a roller of the winter variety during the warm days of this present month of June you will likely find that your first-class roller of a month or so ago has gone back on you. It will become too "fresh" and "green" and will not take the ink. On the other hand if you attempt to use rollers that give excellent satisfaction as summer rollers, during cold, winter months, your experience will be quite as unsatisfactory as when you tried making a decent job with winter rollers in June or July. Rollers suitable for winter weather must be soft and pliable. Summer rollers must be much harder and tougher, and the composition must be of such a nature that it will resist the action of summer heat and humidity, particularly the latter.

GLYCERINE AND GLUE.

Glycerine and glue are the two principal ingredients of roller composition. The proportion of each is varied according to whether the season calls for winter or summer rollers. If there is too much glycerine and not enough glue in summer rollers, trouble is swift and not at all sweet during days of humid atmospheric conditions. If there is too much glue and not enough glycerine in winter rollers, there is also trouble for the pressman and all concerned.

For the man who has no inclination to study formulas in detail it is enough to remember that the glue in the roller composition produces toughness, while the glycerine gives softness and pliancy. It is obvious, therefore, that summer rollers require less glycerine than those for winter use.

GLYCERINE ACTS LIKE A SPONGE.

Try this test. Place a dish containing half a pound of glycerine near an open window during a rainstorm and after a few hours weigh it again. You will find it no longer weighs a half pound only, but has increased in weight. Glycerine acts like a sponge —it doesn't evaporate, it absorbs. And the glycerine in the roller composition acts just like the glycerine in the open dish during humid summer weather. That is briefly the effect of damp heat. Dry heat has a different effect but expert study of atmospheric conditions which usually occur during the summer has enabled roller-makers to perfect a composition which may be depended upon to give very fair satisfaction even under the most trying summer weather conditions.

USE TWO SETS OF CORES.

Not a few printers have the erroneous idea that at the close of the winter season, when summer rollers become a necessity, the lives of all sets of winter rollers then in use are done. Not necessarily so. If replaced by summer rollers before being subject to the attacks of unfavorable weather the winter sets can be put away and used again to start the season in the fall, that is, of course, provided they are not absolutely worn out and roller makers say that many of the rollers sent in for renewal could have been used longer if they had been given proper treatment throughout. This means that every press should be furnished with two sets of cores, and that both sets should be kept covered, one with summer and the other with winter rollers. To try and make winter rollers "last out" as long as possible before getting the summer variety is false economy. The result will certainly be that if the winter set is used into the warm, humid weather of summer they will turn very soft and soggy and if used then will invariably melt or "pick-out." Better take care of the winter set and use them again next fall.

TELL YOUR TROUBLES TO THE ROLLER MAKER.

Sometimes it is a good idea to "tell your troubles to the policeman," but not where printers' rollers are concerned. When in trouble, don't be too ready to blame the roller maker, but get his advice. Remember that rollers are called upon to perform a delicate task and it is not unreasonable to suggest that they themselves should receive reasonable treatment. There may be a dozen reasons why comparatively new rollers sometimes refuse to give satisfactory results. It may be the fault of their maker, but it is much more likely to be the result of peculiar atmospheric conditions in your press-room or other local "environment" to which they are subject. Never disparage the roller maker and abuse the rollers until you are sure of your ground. Better to take the roller man into your confidence, and tell him your troubles. And when you treat your press to a new set remember that prevention is better than cure and insist on getting the roller man's expert opinion as to the proper care to ensure their longevity. It is right to say, "*insist*," because roller makers are naturally diffident about giving advice unless they are sure it is welcome, for some printers have studied their conditions and know full well how to get the most out of their rollers.

GLYCERINE HAS GONE TO WAR.

Large quantities of glycerine have enlisted, some of it now at the front and great quantities more to follow. Glycerine plays an important part in the making of explosives as well as the making of printers' rollers and at the opening of war Great Britain reserved all available stocks and roller makers in this country found it impossible to renew old contracts or make new ones. The situation has improved somewhat, however, though only small quantities are obtainable and high prices are prevailing as a result of the shortage.

Difficulty has been experienced also in securing sufficient quantities of the right kind of glue for roller making. Previous to the war large imports were made from France and also from Austria. These are now cut off and practically all that is being brought in is from England and this of a very low grade, not at all suitable for roller composition, which requires the very best hide and sinew glue. However, stocks are holding out fairly well and enough of the required quality is on hand to continue making rollers up to standard.

WAR RESPONSIBLE FOR HIGHER PRICES.

The above reasons for the shortage of both glycerine and glue will make it clear that the increase in this year's prices of about 20 per cent. over last year is due directly to war conditions and is quite justifiable. The following are prevailing prices in Montreal, Toronto and Winnipeg, respectively:

	Montreal	Toronto	Winnipeg
No. 1 Job Press, each roller	$0.75	$0.70	$0.80
No. 2 Job Press, each roller	.90	.90	1.00
No. 3 Job Press, each roller	1.25	1.20	1.25
Cylinder rollers, per lb.	.35	.35	.40
Minimum ... [illegible]	1.50	1.50	1.75

Good Copy for Men's Wear Stores

Here are three advertisements drawn up by an advertising writer, that should prove helpful for the summer campaign. Each is intended for single column, 7 inches — an appropriate size and shape for men's wear copy. Follow style of these suggestions in setting. For your convenience the illustration cuts may be purchased from Printer and Publisher at the low price of 50 cents each, postpaid. Cash must accompany order.



His belt

Second only to the outing life itself is a man's belt.

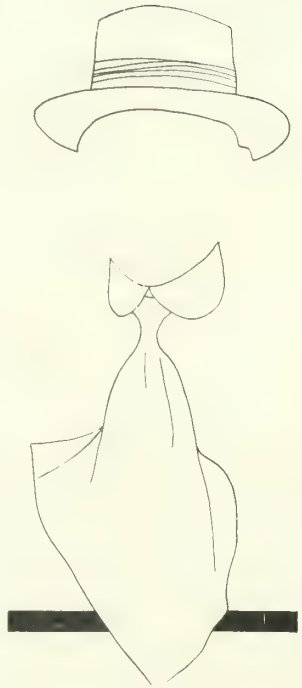
It's his one best friend, whether at work or play; allows freedom of movement; does away with the clinging grip of suspenders.

It stands for coolness and comfort.

Why not select your belt with the same discriminating care that you do your cravat?

To-night we're showing a natty display of men's leather belts in our South window. Come and make your selection.

(Name and address here)



a style for any face

—just opened 'em up and they're —words fail here, you'll have to come and see for yourself. What? — why sure we're talking about hats, collars and ties, but in our enthusiasm we forgot to say so.

Guess our artist forgot to fill in the details of the drawing too, but how could he? The new lines are all so handsome that he couldn't select the nicest, so we ask you to come and see the whole range and pick out the styles that will suit your particular style of beauty.

Come while selecting is good.

Better come to-day.

(Name and address here)



—the grass thick and short, the court marked and the nets ready, the players at attention — biff! the game is on, it's fast—

the tennis season is open

Are you ready with your tennis or outing togs—your soft shirts, your wash ties, your white ducks, cool hosiery, underwear and tennis shoes?

Step 'round and see our real outdoor-men's outfits — just what you want for a good, fast game.

(Name and address here)

Suggestions for Summer Number of Your Paper

How to Play up the Season to Get Business—Start Hot Weather Trade—Summer Foods, Clothing and Pleasures—Ad Man tells what He would Do

"IF I WERE the publisher of a newspaper—either large or small," remarked a thoughtful advertising man to PRINTER AND PUBLISHER recently, "I would most certainly work out a plan for the publication of a 'Summer Number,' adapting the idea to suit the size of my paper and the peculiarities of the constituency it covered."

The representative of PRINTER AND PUBLISHER was interested at once. He recognized a bright idea that could be turned to profit by enterprising readers of this paper. "Just how would you go about it?" he enquired of our advertising friend.

SIZING UP THE FIELD.

"I would first of all make out a list of the various classes of prospects in my community that I thought I could hope to interest in my Summer Number," he said. "This list would of course vary according to the paper and the field it covered, but I presume we might take it for granted that we would include in such a list advertisers of summer clothing, advertisers of summer foods, everything which made for summer comfort and summer pleasure and a number of other more or less staple lines that would readily occur to any wide-awake publisher."

"Having done this," he continued, "I would decide on an editorial policy that would fit in with my advertising campaign. For instance, I would have specially prepared articles on the actual requirements of the human body for a complete change of diet for the summer, also the desirability from the standpoint of health and comfort of wearing appropriate summer clothing; the need of exercise would be another good subject to deal with; the joys of boating, motoring, golf, tennis and other sports might be touched upon very advantageously; the usefulness of the telephone in hot weather and the excellent facilities it afforded for ordering goods from local dealers; the delights of amateur photography; keeping the lawn and garden in good shape. These and other topics I would touch upon in special articles, because I believe that the foundation of any special number should be a first-class editorial section. The special number business has been to some extent thrown into disrepute through the foisting upon the advertiser of a lot of clap-trap, half-baked ideas, with very little justification and practically no sound editorial co-operation."

MAKING USE OF EDITORIAL CO-OPERATION.

"Having determined on a line of editorial co-operation that I believe should appeal very strongly to the class of advertisers I hoped to reach with my summer number proposition, I should decide upon what we might call a plan of attack for each class of advertisers."

"For instance, I would get up a dummy page, or more than one page if necessary, to show to clothing dealers, men's furnishers, boot and shoe men, etc. I would show on this dummy the space that would be devoted to editorial matter and perhaps, if it were convenient, I might even go to the extent of having the editorial matter printed on the dummy as it was to appear. I would then line up my dummy in various size spaces and go after the business both by mail and in person. You know, it is sometimes very effective to put your proposition in writing and then follow it up immediately after by a personal call. Sometimes it is equally effective to follow a personal call with a letter summing up your proposition. In some cases, I would not attempt to sell advertisers blank space, even with the added advantage of being able to show the editorial co-operation that was given. Advertising is such a dark and mysterious subject to some men that you really have to show them something more than your rate card to get their attention. Knowing my field, as I am presuming I would know it, I would have prepared advertising suggestions and I would make a rough layout of each of these in the space I expected to sell the prospect concerned. For instance, in the advertisement of a shoe man, I would feature low shoes for summer, styles of course for both men or women; in the case of a gents' furnisher, straw hats, soft shirts, athletic underwear and a number of other lines that readily suggest themselves."

"Generally speaking, I would cover each of the classes of prospects in the same way. I would prepare an article on summer reading, for instance, and go after the booksellers. I would go after the grocers and provision dealers on the strength of editorial co-operation and advertising suggestions, pointing out the right kind of food to eat in summer weather. My article depicting vividly the joys of boating, bathing, picnicking, sports and other summer pastimes would form the basis of a hard canvass of merchants handling sporting goods, provisions for picnics, dealers in boats and canoes, etc."

GO AFTER FOREIGN BUSINESS ALSO.

"In addition to covering my local field in a most thorough manner, I would prepare a letter to go to agencies and national advertisers who were prospects for my summer advertising number. For instance, I would reach all the advertisers of automobiles, the manufacturers of summer beverages and summer foods, such as jelly powders, canned soups, etc. I would cover other national advertisers in the same way.

"Now all of this, no doubt, looks like a very big plan, but as I said at the beginning, it is one that would have to be worked out by individual publishers. You cannot lay down any hard and fast rules for all papers in making a suggestion of this kind, but I believe there is meat in this idea that can be adapted by the smallest country weekly and by the largest city daily.

"The new business secured ought not to end with the one insertion in the special summer number. Every prospect should be gone after strongly for regular advertising. The summer number would simply set the ball rolling and incidentally give it a good send-off for the summer season.

"My purpose in publishing this number, as I certainly would do, if I were the proprietor of a newspaper to-day, would not be solely to gain a little extra advertising for my paper, but I would also have in view the idea of rendering service to my subscribers. I believe such a number as I have suggested would do a great deal towards making the public in my community more interested in summer events and more appreciative of the summer season. After all, you know, it is largely a matter of adapting ourselves to weather conditions that makes some feel well while others are miserable, so I would hope that this number would render a real service to my subscribers as well as to my advertisers."

An Association for Prevention of Accidents

UNDER Section 101 of the Ontario Workmen's Compensation Act, provision is made that manufacturers may organize themselves into Accident Prevention Associations, corresponding with the various classes named in the Act. For instance the printing trade and the other trades allied with it, have the power to form an Association having as its object the prevention of accidents in the printing and allied industries. Such an Association when duly formed and approved by the Workmen's Compensation Board and by the Lieutenant-Governor in Council has the power among other things, to appoint factory inspectors or safety engineers, whose salaries may be paid in whole or part by the Board. The Act stipulates also that when such an Association is formed and duly approved, its rules and regulations shall be binding upon all members within the class it represents, no matter whether or not they attach themselves to the Association. The Board's only concern appears to be to secure the organization of a representative, responsible body on which it can depend to share the responsibility of accident prevention so far as the class it represents is concerned.

In connection with the formation of such an organization by the printing and allied trades, a preliminary meeting was held at Toronto on March 3rd, 1915, and organization work instituted. A Provisional Board of Directors was appointed consisting of Arnold W. Thomas, (Chairman) of the Copp, Clark Co., Ltd., Toronto; Daniel Harris, of the Harris Lithographing Co., Toronto; N. T. Bowman, of Toronto *Telegram*; Douglas S. Murray, of the Murray Printing Co., Toronto and Alfred Jephcott, of The Dominion Paper Box Co., Toronto. In addition to this Provisional Board of Directors a Provisional Committee was drafted which includes in its membership a number of representative printers and publishers as well as representatives of the other trades allied with the printing industry in the same class.

The first general meeting of this Association was held at the office of the Canadian Manufacturers' Association, Traders Bank Bldg., Toronto, on Friday, May 28th. At this meeting a report was received from the Provisional Directors, by-laws were submitted and confirmed, rules were drafted for the prevention of accidents and a permanent board of directors was elected.

The by-laws provide, among other things, that employers in the class may appoint one representative if their assessment is based on an annual pay roll of $25,000 or under; one additional representative if pay roll is over $25,000; two additional, if over $50,000; three additional, if over $100,000; and for each additional $100,000 or fraction thereof over $200,000, one additional representative.

Another by-law provides that dues to the association shall not exceed 5 per cent. of the sum paid in assessment to the Workmen's Compensation Board. This is payable in installments of 1 per cent. as the directors may make a call for it.

In addition to the prevention of accidents in the ordinary sense of the term, it must be remembered that the work of the inspector or inspectors to be engaged will include the inspection of plants and premises with a view to fire prevention and also the enforcing of rules governing ventilation and sanitation with a view to preventing industrial diseases likely to arise from any of the operations in the trade covered. It is therefore expected that individual employers will benefit directly by securing lower insurance rate through acting upon suggestions made by the inspector. Of course the largest benefit and that which is of greatest interest to all the employers included in the class will be the reduced risk of accident and the consequent eventual reduction in rates due to the safeguarding of health and welfare of the workmen employed in the printing industries. That this will be the result of an efficient inspectorship is beyond question as the requirements of the act in regard to payment for accidents or deaths are somewhat severe and it is conceivable that even one serious accident which might have been prevented would bring a charge against the entire class greater than the salary of an inspector for a whole year. The inspectorship system means briefly that the objection made to the Act when it was introduced, viz.: that efficient establishments would have to help pay the claims of workmen injured in the offices of employers who were careless and negligent,—is practically done away with. All employers in the class will be compelled to conform to certain requirements and must act upon the suggestions of the inspector as he makes his rounds.

The various trades included in the same class as the printing industry and therefore covered by the Printing Trades Accidents Prevention Association are: printing, photo engraving, engraving, lithographing, book-binding, embossing, manufacture of stationery, paper articles, cardboard boxes, bags, wallpaper, or papier-mache. (No paper manufacturing.)

Big Convention of Ad Clubs This Month

THE CHICAGO convention of the A.A.C. of W., June 20-24, probably holds more interest for printers and publishers than any previous convention—not even excepting the wonderful meeting held at Toronto last summer.

At Toronto, the Associated Clubs adopted a new constitution by which the various departments of advertising—including the very important Graphic Arts Department and the Department of Newspapers—have a voice, as departments, in the A.A.C. of W. in a more effective way than ever before. It will be possible now, when the Graphic Arts Department, for example, finds that some other great division of advertising interests fails to have a proper conception of the rights and needs of the printing arts, for the printer to bring about a remedy.



The Graphic Arts Department at Chicago will hold three departmental sessions at which matters of direct and vital interest to printers and those in related trades will be discussed.

Separate conferences of the various departments are in addition to the great inspirational general sessions of the convention, many Canadians being familiar with the value of these general sessions as a result of the fact that the annual convention was held at Toronto last year.

The Chicago convention will open with lay sermons in fifty Chicago pulpits, preached by prominent advertising men, Sunday, June 20. Sunday afternoon there will be a great inspirational meeting at the Auditorium Theatre.

Monday morning, the convention will open formally and there will be another inspirational meeting Monday afternoon.

All day Tuesday and Wednesday morning will be occupied with departmental meetings and Wednesday afternoon will be taken with conferences on the educational work and the movement for truth in advertising.

Thursday, there will be two more general sessions.

Amusements include a list of social functions for the ladies, a Gridiron Show to be staged by one hundred and fifty Chicago men, lake and automobile trips.

The Canadian Ad Clubs will be very much on the map at Chicago, apparently. It is the expectation to run a special train from Toronto for the Toronto club and those of other cities in that section of Canada.

Service Department

Value of Goodwill of Newspaper

BELOW is printed an interesting enquiry received from a subscriber and our reply to same. If any readers can throw further light on the problem they would confer a favor by sending their comments to the editors. The correspondence follows:

MAY 22, 1915.

PRINTER AND PUBLISHER:

I am thinking of buying the goodwill of a business which has been burned out. The late owner had a circulation of 1,200 for his weekly publication, which was a seven column folio, carrying about $150 of advertising per month and $150 per month job work, in a small town; rent about $10 or $12 per month; employing two boys at $5.00. He wants cash down and asks for an offer. What should I offer for the goodwill? Would have to put in a new plant of course, and purpose spending about $1,800 on same.

Yours very truly,

_____.

May 26th, 1915.

DEAR SIR:—

Replying to your letter which reached us yesterday it is not an easy matter to give you definite advice in response to your inquiry.

Goodwill is a very intangible asset at any time and in the case in which you are interested at present it would seem to be largely a matter of making an agreement with the former proprietor not to start up again in the field and paying him a sum for this consideration.

Of course, the list of subscribers has some value and it is not uncommon to arrive at a valuation by allowing a certain sum for each *bona fide* subscriber. This method seems to us to be a reasonably fair one as the newspaper business depends entirely on the extent to which the subscription list covers its field. It would be possible, therefore, to fix a figure for each name that would cover its proportion of value to you from every point of view.

PRINTER AND PUBLISHER.

Moved Paper on Sunday—Outwitted Adversaries

PROBABLY one of the most daring feats ever performed in connection with a newspaper property, took place in Vancouver, on Saturday, April 17, when shortly after quitting time the complete plant, office equipment and records of the newspaper were removed from the World Building on Pender street, further up the street to the building vacated by Mayor L. D. Taylor, the former proprietor, during the boom a few years ago. The offices were stripped clean within 30 hours.

Only a few knew of the move that was to be made when the paper went to press after the last edition, but these few had so skilfully arranged matters that there was hardly a hitch in the whole operation.

The composing room equipment consisting of nine linotypes, type and cases, furniture and accessories, together with the stereotyping machinery was all removed eight stories to the ground floor. This was not done, however, without some opposition on the part of those opposed to the removal. The elevator cables were cut which delayed operations for about two hours but all through the night the removing went on and all day Sunday, dray after dray carted away the *World* equipment to its former location, a less pretentious structure.

Mr. Taylor and the representatives of the World Building Limited, strongly objected to the removal but their plea met with little consideration for they had no legal right to restrain the work, because after sundown no sheriff can seize for rent and as Sunday is a *dies non*, they were powerless and promised that 'there would be something doing on Monday.' Monday has come and gone and 'the something doing' has still to come.

Two stalwart officers of the law were called by the Mayor to stop the labors of the moving men, but when they chatted with Mr. Nelson and he found that they had no warrant for his arrest or other similar papers, they smiled, and departed. The work continued.

At the present time The *World* is being issued from The Sun office until such time as a building on a prominent uptown corner can be reconstructed to meet the needs of the new owners. The business and editorial rooms are temporarily located on Pender street where they were situated before the removal of the paper to the *World* building.

The management of the *World* explain that "after prolonged efforts to have satisfactory arrangements made with every other interest, they found it entirely impossible to effect any reasonable arrangements or to disentangle the complication which had arisen between the World Printing & Publishing Company and the World Building, and that if the newspaper was to be continued as an effective publication it could only be done by taking what should have been an entirely unnecessary step, cutting the Gordian knot and re-establishing it in new premises. The *World* is now relieved of the element which would impair its efficiency."

Although this dramatic move took up all Saturday night and Sunday and part of Sunday night, not a single issue of the paper was missed.

If it is true, as some in a position to judge aver, that Mayor Taylor has announced his intention of at once pro- $1,300 which the *World* would have been obliged to pay to the "World Building," again swamping the paper, thereby giving him a chance to secure it again, it looks now as though this outcome is no longer probable. At any rate, Mayor Taylor has announced his intention of at once preceeding with the publication of his long threatened "Globe," to succeed "Louis D. Taylor's Bulletin," which was published for a short time as its forerunner and has now discontinued.

Re Accident Prevention Association

IN ANOTHER part of this issue a report is given of the first general meeting of the Printing Trades' Accident Prevention Association, held May 28. The report as printed is substantially correct, but should state that the meeting decided to strike out the clause in the provisional by-laws providing for more than one representative in the case of larger firms. Each employer will be entitled to one representative only. The clause relating to fees was also struck out and there will be no assessment for membership in the association. The Workmen's Compensation Board will be asked to provide funds. A campaign for members will be commenced at once.

As Others See Us

KINGSTON, ONT., May 6, 1915.

PRINTER AND PUBLISHER:

Enclosed please find express order for my subscription to April 30, 1916. Your magazine is as excellent as it is useful.

W. R. GIVENS, Managing Director,
Standard Printing & Publishing Co., Ltd.

THE MONTH'S HAPPENINGS

Among the Job Offices

W. H. P. Sweeney addressed the Vancouver Rotary Club on "Printing."

The Automatic Paper Box Co. is a new firm started up at 180 John St., Toronto.

Robt. Elliot was elected president of Toronto Typographical Union by acclamation.

F. S. Thomas, trade bookbinder, Toronto, has moved to his new building on John street.

The Belcher-Chadwick Printing Co., 111 Adelaide St. W., Toronto, have installed a Pony Optimus.

Alvin S. Dunbar, manager of Winnipeg Printers' Board of Trade, is receiving congratulations on the birth of a son.

Lieutenant R. P. Latta, who operated a job office on Gore Avenue, Vancouver, was killed in action at Ypres. He was about 35 years of age.

A job printing establishment has recently been opened on King Street West, Hamilton, near Victoria Park. Barclay & Cochran are the proprietors.

Ernest Stainton, artist with London Printing and Lithographing Company, London, is going to England to enlist with the Artists' and Authors' Corps.

A. H. Wheatley and R. Cheswick have been elected president and vice-president respectively of Typographical Union No. 133, London. The London Local now has about 100 members in good standing.

H. R. Rogers, formerly salesmanager of the Public Press, Limited, Winnipeg, has accepted a position with Saults & Pollard, Limited, and will take charge of the sales end of their business.

Hugh T. Sproule, an employee in the job office of Addison and Mainprice, Toronto, who enlisted in the Queen's Own, with his twin brother Noble Sproule, also employed with the same firm, is reported missing.

A report from Winnipeg says that the printing business in that city for the past month has been very quiet, but collections are a little above normal during past eight months, due no doubt to a tightening up of credit and a disinclination to extend long credit to doubtful accounts.

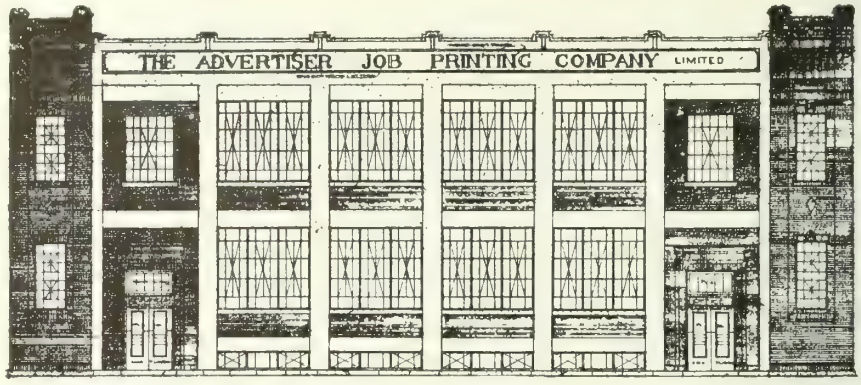
Saults & Pollard, Limited, the Winnipeg firm of job printers, have seven former employees on the casualty list, either killed or wounded. Pte. Attwood is reported killed and Privates George Cranstone, McKay, Greenwood, Carruthers, Jackson and Faulkner are reported wounded.

The Christie Grant Company, a Winnipeg mail order house, went into liquidation recently and stock in trade was sold for the benefit of the creditors, of which something in the neighborhood of $16,000 was owed to the printing fraternity. It is thought they will pay about 60c on the dollar.

George Lake, who has been running a job printing business at South Porcupine for the past couple of years, removed his plant and business headquarters to Timmins this month. Timmins appears to be the coming town of the gold camp, and is going ahead.

A rather bad fire occurred in the premises of the Standard Publishers, Regina, on the evening of April 30. Damage to stock and machinery was estimated by T. A. McInnis, the manager, to reach a total of about $8,000, while he placed the damage to the building at approximately $3,000. It is believed the fire started from electric wires.

Work has commenced excavating for the new building of The Advertiser Job Printing Company, Limited, London, to be erected at the corner of York and Wellington streets, and it is expected that the building will be ready for occupancy within three months. The building will be of cement and steel construction, with two stories and basement, and will have a handsome finish of colored brick. The windows will be plentiful, and will be incased in steel sash. Front elevation is shown on this page. The basement will be used for the heavy machinery, such as presses, while the second floor will be given over to composing room, linotype and monotype machines. The second floor will be used for the binding, ruling and looseleaf department. The erection of the new building means the doubling of the floor space of the present quarters. There will be about 17,000 square feet of floor space in the new plant, and expansion of equipment and staff is expected to follow.



Front Elevation of New Building in Course of Erection for The Advertiser Job Ptg Co., Ltd., London.

Owing to present conditions of business, the local branch of the Printing Pressmen and Assistants Union at Ottawa agreed to forego the increase of one dollar per week asked for and unanimously decided upon signing up the former agreement for another year. W. A. Vickery, general organizer of the International, secured this satisfactory adjustment between the employers and the Ottawa local. The Ottawa Pressmen's Local have a membership of 125 and the officers state that all are now employed.

Conrad Kuhn, member of the firm of Kuhn, Merrill, Limited, job printers, Ottawa, died in that city on Saturday, May 1. Mr. Kuhn was a young man, only about thirty years of age, and was a noted athlete. He was injured in playing football last fall and it was as a result of this that he underwent an operation recently in an Ottawa hospital. The operation was believed to have been successful and Mr. Kuhn seemed to be making satisfactory progress, but a relapse occurred and he passed away very suddenly.

H. L. Rous, of Rous & Mann, Limited, 76 York Street, Toronto, is with the Second Canadian Expeditionary Force. Mr. Rous holds the rank of Lieutenant in the Divisional Ammunition Park, Army Service Corps. A cable was received by his brother, C. W. Rous, on May 26, telling of his arrival at Plymouth.



CAPTAIN F. F. M. BROWN,

of the 12th Regiment, York Rangers, who will go to the front with the Third Contingent as paymaster of the 35th Battalion. Capt. Brown is secretary-treasurer of the College Press, Limited, Toronto, and president of the Graphic Arts Board of Trade of Toronto.

With the Newspapers

NEWFOUNDLAND.

Maurice A. Devine, for a number of years editor of the St. John's *Trade Review*, has just been created a Justice of the Peace and appointed Clerk of the Peace for the Central District of St. John's.

Rev. Mr. Richards, Anglican missionary in the Straits of Belle Isle, has invested in a printing press and a quantity of type and is publishing a small magazine for the benefit of the people in that remote part of the country. The reverend gentleman has had some experience as a typo.

St. John's *Daily Star* is about a month old now. It appears to have a fairly good news system, and will no doubt improve with time. Dr. Mosdell, the editor-in-chief, and his staff are to be congratulated on the appearance of this latest "baby" in the newspaper field of Ye Ancient Colony.

Stewart Hicks, who served his time as a printer in the Twillingate *Sun* office, has been serving his country and empire in the trenches in France, where he received a wound. Writing from a London hospital a few days ago, Stewart states that he can account for at least a couple dozen Germans, and he hopes that he will soon be able to return to the battlefield again, and "bag" more of the enemy or get "bagged" himself, according to the luck.

MARITIME PROVINCES.

Tuesday, May 18, was Dollar Day in New Glasgow, N.S.

Halifax *Herald and Mail* are using "National Songs of the Allies" as a circulation stimulant.

Corporal Hugh McLennan, son of J. S. McLennan, President of Sydney *Post*, was killed in action in Flanders.

Miss Milligan, a member of the business staff of Halifax *Herald*, was killed by a train at Truro, N.S., on Sunday, May 9.

William M. Ryan, formerly of St. John *Globe*, and Regina *Leader*, has given up the newspaper game and opened a law office in St. John.

A new newspaper, *The Victoria Observer*, has been started at Perth, N.B. Fred M. Stevens is editor and proprietor. It will be issued weekly.

Roy A. Davidson of the editorial staff of St. John *Globe* and J. B. Dever of the *Evening Times* staff, were recent graduates from King's College Law School.

The News Publishing Co., Limited, Truro, N.S., is publishing the *News Monthly*, a new magazine of stories and general matter printed in newspaper form.

Sergeant Howard Wolfe, of the Eighth Battalion, First Canadian Contingent, who was for many years a member of the reportorial staff of Halifax *Morning Chronicle*, is reported missing.

An encouraging report comes from J. M. Lawson, publisher of Yarmouth, N.S. *Herald*. He says: "Business of all kinds is brisk and everyone is employed. Advertising and job work never were better and prospects are good for the coming season."

Sir Robt. Weatherbee, former Chief Justice of the Supreme Court of Nova Scotia, who died at Halifax, April 27, was for some years editor of the *Acadian Recorder* and a contributor to other journals. He was knighted in 1906 by King Edward.

Colin McKay, formerly connected with different Montreal newspapers, and for some years past with the editorial staff of St. John *Standard*, has gone to England, where he will act as third officer aboard the steamer St. George, taken over by the Admiralty as a hospital ship. Before his departure his associates on the *Standard* staff presented him with a case of handsome pipes as a token of esteem.

J. A. Shelley, representative of John Dickinson & Son, in the Maritime Provinces and Newfoundland, has joined the 24th battalion of the Victoria Rifles, and will proceed to the front. Over 400 employees of this firm have joined the colors since war was declared.

Dollar Day has made friends with the merchants of still another town, and another newspaper is being praised for having instituted the big selling event. May 19 was Dollar Day in New Glasgow and *The Evening News*, of that town, writes as follows: "That Dollar Day was a success is putting it mildly; it was the most successful event ever conducted by the merchants of New Glasgow."

The *Guardian*, the new daily established by Eastern Publishers, Limited, at Amherst, N.S., is now nearly two months old. When established a month, its publishers reported that their circulation was 1,400 and advertising patronage most gratifying. The paper is Liberal in politics and is located in a county with a population of 40,000. Hence its publishers are looking forward to quickly placing the paper on a firm footing for all time.

A Dollar Day was conducted by Campbellton (N.B.) *Graphic*, April 22 and H. B. Anslow, manager of the paper, writes: "All merchants using *Graphic* space had an exceptionally good trade, many surpassing their previous best days. During the two weeks that we were running the Dollar Day advertising, our volume of business carried jumped from 586 inches to 766 inches the first week and to 920 inches the second, with 573 inches in the extra edition."

QUEBEC.

W. E. Collier, formerly on the staff of the Montreal *Gazette*, is now with the Montreal *Mail*.

Pte. C. D. B. Whitby, formerly employed on a Montreal morning paper, is at the front.

Private Walter Byrne, formerly a member of the staff of Quebec *Telegraph*, was killed in action.

C. T. Cullinan has returned, after an absence of eight weeks, to his post as assistant telegraph editor of the Montreal *Herald*.

Thos. J. A. Donovan has been appointed editor and canvasser for the *Northern Review*, Montreal, in succession to W. H. Sommerville.

H. R. Ovenden, formerly of Montreal *Gazette*, has obtained a commission with the naval division of the Royal Flying Corps, transport section.

W. Kidd, brother of F. Samuel Kidd, chief editor of the Montreal *Gazette*, and himself employed in the editorial department, died on Friday, May 7.

Montreal *Herald* has published a very neat office directory, giving the names and addresses of the 150 employees connected with the paper.

Oscar Brown, formerly on the staff of the Montreal *Witness* and the Ottawa *Citizen*, took part in the battle of Langemarck, and is reported missing.

Montreal *Witness* offers a novelty in the form of a bullet pencil to boys and girls who secure new subscribers. The same paper is making use of war pictures to increase circulation.

Edward Beck, formerly managing editor of Montreal *Star*, editor-in-chief of Montreal *Herald* and later founder and editor of *Beck's Weekly*, has gone to Winnipeg to take the position of managing editor of Winnipeg *Telegram*. *Beck's Weekly* will continue as heretofore.

Newton Kendall, sporting editor of the Montreal *Mail*, was married to Miss MacDonald, Montreal, during May, and left on a honeymoon trip for Toronto and other Western points.

Newspapermen are reported scarce in Montreal. Salaries since the war have been small, and men are turning to other branches of work, or are going to the war.

J. E. Smith, cartoonist, with *Beck's Weekly*, and formerly of the Montreal *Star*, has returned to the *Daily Express*, London, England, the paper he was connected with before coming to this country.

Gilbert W. Ghewy has left the editorial staff of Quebec *Telegraph*, on which paper he occupied the position of Legislative reporter, and has enlisted with the machine gun section, 57th Battalion, now mobilizing at Quebec.

George Hambleton, of the Montreal *Star*, has gone home to England for a holiday. He booked his passage three times before getting a start, as the two other boats were commandeered by the Government as transports.

Lake Shore Press, a new printing concern, has been established at 139 Notre Dame Street, Lachine. It is their intention to publish a weekly paper with the same name, in a few weeks' time. Wilfrid Lawson is manager.

D. G. Saltsman has been appointed advertising manager of the Montreal *Mail* and *News* in succession to E. T. Jones, who has returned to New York. Mr. Saltsman has been connected with a number of New England newspapers.

C. J. Hanratty has resigned from the staff of the Montreal *Daily Mail*, on which paper he was assistant city editor, and has taken a commission as lieutenant in the Montreal Composite Regiment. He is in charge of the guard on the Victoria Bridge.

Of the seventeen former members of the Montreal *Mail* and *Evening News* staffs, four are known to have been in the battle of Langemarck. Not a word has been heard from them except E. W. Waud, of the 13th Highlanders, who cabled news of the death of one of his Montreal friends.

S. J. B. Rolland, of the Rolland Paper Co., Ltd.; C. Rowland Smith, of the Howard Smith Paper Mills, Ltd.; Eugene Tarte, of *La Patrie* Publishing Co., Ltd., and R. E. Thorne, of the Canadian Bronze Powder Works, have been nominated for membership on the Montreal Executive Committee of the Canadian Manufacturers' Association.

Leaving newspaper work for aviation, with a view to playing his part in the war, Harry Sommerville, of the Montreal *Herald* editorial staff, has left for New York, where he will attend a flying school. He was presented by his colleagues on the staff with a wrist watch, and by the lady members of the staff with a set of military hair brushes.

Arnold H. Sandwell, well known in Montreal newspaper circles and formerly a member of the editorial staff of *The Herald* has obtained his commission as a Flight Sub-Lieutenant of the Royal Naval Air Service of Great Britain. His wife, formerly Miss Helen Bower, was also at one time a member of The *Herald* staff. Bernard K. Sandwell, who was editor of the *Morning Post* when it was published in Hamilton, is a brother.

Recent additions to the staff of the Montreal *Evening News* are C. P. C. Dowman, F. H. Goodchild, and Arthur McEachern, all from the Ottawa *Journal*; also Charles Doucet, who was some years ago connected with the Montreal *Star*, but has been out of newspaper work for some time.

ONTARIO.

Dollar Day in Tillsonburg was an immense success.

Dr. J. A. Macdonald, of Toronto *Globe*, addressed Hamilton Canadian Club.

Orillia's second Dollar Day, held on Saturday, May 1, was again a big success.

Cobalt *Daily Nugget* is giving away British Hero spoons as a subscription premium.

Private Edward Humphreys, a former employee of Toronto *Telegram*, was reported killed in action.

Frank H. Coles, many years ago connected with the *Prototype*, London, died at his home there last month.

Sarnia *Canadian* is now issued Friday instead of Wednesday, which for 55 years was the day of publication.

Pte. W. J. Campbell, a reporter on Hamilton *Times*, is in a hospital in France. He is with the Canadian Engineers.

Burglars entered the offices of *Canadian Courier* and *Canadian Farm*, Toronto, and made a small haul in cash and stamps.

M. W. Rossie, former editor London *Advertiser*, and now of Port Arthur *Chronicle*, has been visiting in London.

F. E. Mutton, manager of J. J. Gibbons, Limited, advertising agency, Toronto, has severed his connection with the company.

The Canadian Golfer is a new monthly magazine published at Brantford. R. H. Reville, formerly of Brantford *Courier*, is editor.

Josh Zivian of Gananoque, who was local correspondent for several Toronto, Montreal and Ottawa papers, is reported wounded in action.

James McNeil, 15 years ago connected with London *Free Press*, and now on a New York newspaper, visited London recently.

S. H. Lundy, proprietor and editor of Aurora *Banner*, died at Aurora May 18, aged 75 years. A widow and two sons survive.

Van Allen Harding, a former employee of Niagara Falls *Journal* and a member of the First Overseas Contingent, is reported injured.

The *Magnet* is a new monthly paper published at Richmond, Que. McMorine Bros. are proprietors, and the Beaver Printery, publishers.

Mitchell *Advocate* recently celebrated its 55th birthday. W. R. Davis, who established the paper, has been the editor for the entire period.

J. R. Rogers, editor of *Jack Canuck*, a weekly paper published in Toronto, was among the passengers who went down on the Lusitania.

Harry Scott, for some years sport writer on Fort William *Daily Times-Journal*, is now occupying a similar position with Regina *Leader*.

Private Geo. Polson, of A Company, Third Battalion, Machine Gun Section, a former member of the staff of Toronto *Telegram*, is reported wounded.

Percy Rogers, a former newspaper man and now assistant manager of the Canadian National Exhibition, was among the saved from the Lusitania catastrophe.

Clarence T. Miller, formerly city editor of St. Thomas *Journal*, was recently presented with a scarf pin by the *Journal* staff on the occasion of his retirement.

Lance-Corporal Harry Atkinson, formerly reporter on London *Free Press*, and later London *Advertiser*, is among the First Battalion wounded at the front.

Ernest Cowper, formerly on the staff of the Toronto *World*, and now publicity man of the Personal Liberty League, was among those saved from the Lusitania wreck.

Sergeant-Major Wildgoose of the Third Artillery Brigade, is reported wounded. Major Wildgoose was a member of the staff of the Wilson Publishing Co., Toronto.

Lieut. James Nimmo Scott, advertising manager of *Canada Monthly*, was killed in action May 20. Lieut. Scott enlisted with the 90th Winnipeg Rifles, 8th Battalion.

Hall Judd and Sidney Wren, both former members of the reportorial staff of Hamilton *Herald*, are at the front. Mr. Judd has been promoted to the rank of lance-corporal.

Niagara-on-the-Lake *Times* suspended publication with its issue of May 14. It may be revived later. H. Moshier, the proprietor, will continue in the job printing business.

O. M. Alger, proprietor of Tweed *News*, has purchased Pembroke *Standard*. Ewart Elger will remain in charge of Tweed *News*, while O. M. Alger will look after the Pembroke newspaper.

The second Dollar Day for the town of Brockville was held on Tuesday, May 18. Shoes at "One Dollar a foot" was an offering peculiarly adapted to Dollar Day. The event was a big success.

J. Duff, foreman in the job department of the Cobalt *Daily Nugget* for some time past, resigned that position on the first of May, and has gone to live on his homestead on the T.C.R., near Cochrane.

Fraser S. Keith, who has been living for some years in Vancouver, has returned east and accepted a position with the MacLean Publishing Company. He was formerly editor of *Canadian Machinery*, published by this company.

George A. Martin, for two years chief reporter on Berlin *Telegraph*, has accepted a similar position with Stratford *Herald*. E. Donohue, formerly of the staff of the *Argus*, Albany, N.Y., succeeds Mr. Martin on Berlin *Telegraph*.

C. P. Doughty, Guelph, was elected president of the Ontario Conference of Typographical Unions. A more rigid inspection of facilities for ventilation in composing rooms was urged at the annual Conference held at St. Catharines, May 25.

Members of the newspaper fraternity throughout the Dominion will learn with regret that W. M. O'Beirne, publisher of the Stratford *Beacon* and president of Canadian Press Association, is very poorly and will not be able to resume active newspaper work for some time at least.

Owing to the inability of Wroxeter *Star* to secure suitable premises, the paper has moved its office of publication to Gorrie, where premises were built especially for the printing business. The paper will continue to be known as Wroxeter *Star*, however, and cover its field as heretofore.

S. B. Allen, formerly managing editor of Port Arthur *Evening Chronicle*, and now managing director of the Allen Press, job printers, Port Arthur, is mentioned as likely to receive the Liberal nomination for the Port Arthur and Kenora electoral district, in the event of an election being brought on.

Hamilton Ad Club held a most successful banquet May 18. Over 300 were present. Features of the program were a trade mark guessing contest for the ladies and a debate in which arguments were brought forth for and against buying in Hamilton. The Ad Club from Brantford were guests of their Hamilton confreres.

Woodstock *Sentinel-Review*, Stratford *Beacon*, St. Thomas *Times*, Galt *Reporter*, and Hamilton *Times*, among other papers, shared in making a distribution of Union Jack flags. Readers were invited to obtain same by the presentation of a coupon and payment of $1.10, or for a complete outfit, including flagstaff, halliard, etc., $1.48.

Lieut. K. D. McKay, Lieut. W. J. Baxter and Pte. M. R. Winters are members of the staff of Windsor *Record*, who will see service at the front. Lieut. McKay is a son of the proprietor of the *Record*, John A. McKay. He was formerly assistant advertising manager, while Lieut. Baxter was news editor, and Pte. Winters was a reporter on the paper.

G. R. T. Sawle, who purchased Haileybury *Haileyburian* from Walter Errett, about three months ago, has sold that paper to C. P. Price, principal of the Public School at Delhi. Mr. Price will take possession of his property July 1 and in the meantime has Charles Hickling of Delhi in charge. Mr. Sawle made a big improvement in the paper during his ownership.

The *Times* made its bow to the public of Glengarry County the second week in May, its place of publication being Alexandria, and its publisher J. A. Laurin, who has been connected with the printing business in Glengarry for some years, and is no doubt well acquainted with the people. The *Times* is well printed, and newsy, and has a fair share of advertising for a first issue. Ready print service is used.

The first number of *"The Businessman and Salesman"* was issued in London about May 16. It is a 40-page and cover monthly issued at Dundas street by a local company, with H. A. Britton as managing editor. It is devoted to "the interests of the manufacturers, wholesalers, salesmen, retailers and the commercial prosperity of Canada." The Advertiser job plant does the printing.

The Industrial & Technical Press, Toronto, have moved from Lombard Street to the Purman Building, 263-265 Adelaide West, where they have secured two floors, giving them more than double the floor space in their old premises. They have purchased a Goss rotary press for magazine work. It is worthy of note that this important purchase was made as a direct result of reading the advertising pages of *Printer and Publisher*.

Wingham *Advance* changed hands May 1, George Spotton, who has been in charge since March, 1913, having sold the business to John Joynt, Reeve of Lucknow. Mr. Joynt has not had any newspaper experience and has engaged A. G. Smith, for some years foreman of Lucknow *Sentinel* as business manager. Bertram Smith, son of Mr. Smith of the Dutton *Advance*, succeeds A. G. Smith, as foreman of the *Sentinel*. H. Hunter continues as foreman of Wingham *Advance*.

PRINTER AND PUBLISHER regrets that in reporting the death of Samuel J. Allen of Carleton Place in the last issue, a slip was made in writing the heading, and it was erroneously stated that Mr. Allen resided in Smiths Falls. The paragraph, of course, made it clear that this was not the case, and it is hoped that this and the fact that Mr. Allen was very well known among publishers would ensure that not many readers secured a wrong impression from the item.

Lieut. Harry B. McGuire, eldest son of B. McGuire, of Orangeville *Banner*, was one of the many brave Canadians to lose his life in the great battle at Langemarck. He entered the trenches with the 4th Battalion, B. Co., on his 24th birthday, Feb. 11, 1915. He held a Captain's certificate, but had not been gazetted when he enlisted last August. He was relieving agent on the

H. J. Jones Sons, Limited

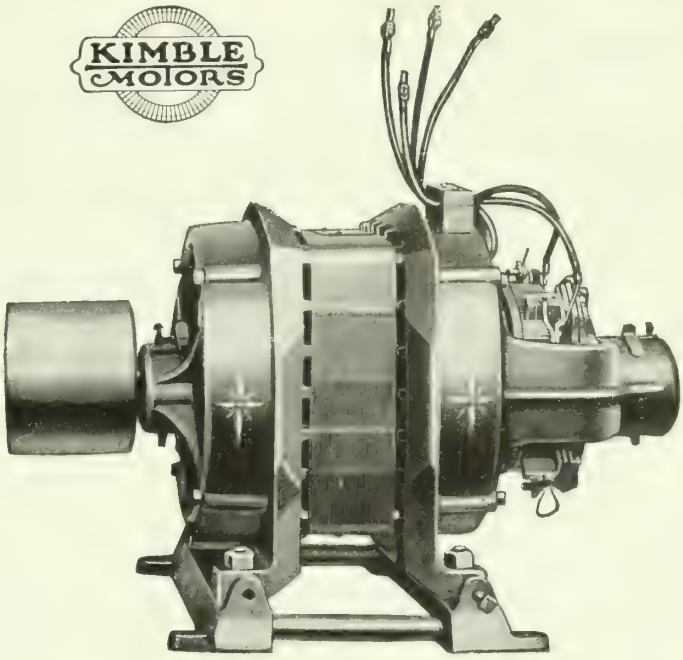
Lithographers

London, Canada

Say

"Have been operating your single phase motor on all our variable speed machinery, and since installation, considerably over a year ago, equipment has been in almost constant use. Your motor is economical on current and is giving good service."

KIMBLE MOTORS



KIMBLE PRINTING PRESS MOTORS

are economical "on current," as the H. J. Jones Sons declare, because of their wide range of speed (from about 300 i.p.h., minimum, to maximum capacity of press)—and their finely graded speed steps.

You always have the right speed for every job—and as you reduce the press or machine speed *you reduce in almost direct proportion the current used and metered.*

A Kimble-driven press running at *half speed* uses only about *half the full power current.* In other motors you *pay for full speed all the time. With a Kimble you save the difference.*

On a press operated by an individual Kimble Motor, the throw-off is used less—spoilage is less—and a greater number of impressions per hour secured. A higher press efficiency accompanies each Kimble.

Kimble Motors soon pay for themselves in the current they save.

Write for Red Catalogue and letters from fellow printers who have "Kimbleized" their plant.

KIMBLE ELECTRIC COMPANY

Printing Press Motor Specialists.

CANADIAN AGENTS

All points east of Port Arthur and Fort William:
MASCO COMPANY, LIMITED, 55 Church St., Toronto, Ont.
All points west of Port Arthur and Fort William:—
MAINER ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man.

C.P.R., and was considered one of the company's best telegraph operators.

In our last issue it was incorrectly stated that Markham *Economist*, which was recently amalgamated with Markham *Sun*, was the oldest county weekly in York County. Our attention has been drawn to the fact that the Newmarket *Era* was established in 1852, four years earlier than Markham *Economist*, and therefore first place should be given to it. The *Era* has been published continuously for 62 years, and during that long period has never missed an issue. L. G. Jackson is the well-known proprietor.

Jas. Mitchell, who recently withdrew from Goderich *Star*, on the occasion of his appointment to a position in the Dominion Archives Department, news of which was reported in last issue, found it necessary to also resign the secretaryship of Goderich Board of Trade, a position which he had held for many years, and on the occasion of his retirement from that office was tendered a complimentary banquet by the Board. Mr. Mitchell has been in the newspaper business in Goderich for 35 years, purchasing the *Star* from Alexander Symonds.

Among the Canadian newspapermen who have enlisted with the Canadian Expeditionary Forces is R. F. Parkinson, Managing Director of the Ottawa *Evening Journal*, who holds the rank of Major, commanding No. 1 Company of the 38th Royal Ottawa Regiment, which corps is leaving at the end of May for service in France. Major Parkinson has been on the staff of the Ottawa *Evening Journal* for the past seven years, previous to which time he was connected with daily newspapers in Montreal and Woodstock, Ont.

A number of changes have taken place in the staff of Stratford *Herald*, consequent on W. S. Dingman's appointment to the vice-chairmanship of the Provincial License Commission, to enter upon which duties he has left for Toronto. Mr. Dingman has resigned the presidency as well as the editorship of the *Herald*. The new officers of the paper are: Manager and treasurer, M. S. Dunham; secretary and director, G. M. Dingman; editor, Ross Keane. The presidency of the company is now held by L. H. Dingman, who is also head of St. Thomas *Times*.

Fire, thought to be of incendiary origin, completely destroyed the building and plant of Bobcaygeon *Independent* on the morning of May 19. The building was of frame and burnt quickly. It is said the files of the *Independent* were destroyed. The paper was first established by E. D. Hand, now of the Fenelon Falls *Gazette*, in 1869, and taken over by C. R. Stewart about forty years ago. He was later succeeded by his son Chas. E. Stewart, the present editor, who has always held a high reputation as an able writer. Many times has his paper been quoted by influential journals, both in Canada and the United States. For a local paper it has enjoyed a splendid circulation.

An announcement in a recent issue of PRINTER AND PUBLISHER that the two Fort William papers were amalgamating should have read that the amalgamation was in Port Arthur, where, it is stated on good authority, the *Daily News* and *Evening Chronicle* are joining under one management. It is said that a charter has been applied for and that the merged papers will be published by a joint stock company, the executive staff of which has not yet been announced. The final arrangements for the amalgamation will probably be held up until rumors of a general election have definitely subsided. Fort William has but one paper, the *Daily Times-Journal*, the publisher of which within the past few months took over and operated for a while also the *Morning Herald*, now no longer in existence.

Mrs. Theobald Coleman, better known to journalists and the public generally as "Kit," for many years the writer of the Women's Kingdom in the *Mail and Empire*, Toronto, died at her home in Hamilton May 16. Mrs. Coleman was the first woman to win distinction in newspaper work in Canada. Besides handling the Women's Kingdom, she covered many special events for the *Mail and Empire*, visiting as correspondent for that paper the Diamond Jubilee in 1897, the World's Fair in Chicago in 1893; the Mid-Winter Fair in San Francisco in 1894, and many other events. In addition to possessing a pleasing literary style, Mrs. Coleman was also noted because of her keen appreciation of news value. She was fifty years of age. Her husband, Dr. Theobald Coleman, and two children, a son and a daughter, survive her.

MANITOBA.

Winnipeg *Free Press* announces a "spelling bee" for its readers.

Private Geo. Inglis, of the firm of Inglis and Michie, proprietors of Roland *News*, was reported missing in the fighting at Langemarck.

Corporal Chas. Herbert Bligh, who was employed as accountant for the Western Associated Press, Winnipeg, is reported killed in action.

Geo. Humphrey, who is reported wounded, was formerly employed by Winnipeg *Telegram*. His brother is foreman stereotyper on Toronto *Star*.

Winnipeg *Telegram* has had one of its presses rebuilt in order to increase the capacity of its press room. This contradicts the statement erroneously printed a couple of months ago to the effect that the *Telegram* was installing a new press.

Lieut. E. F. S. Mather, has resigned as city editor of Winnipeg *Telegram* and enlisted for overseas with the 44th battalion. Mr. Mather was banqueted and a presentation made to him by fellow workers on the staff of the *Telegram*, with which he has been connected for eight years past.

The discontinuance of morning editions of Winnipeg *Telegram* and Regina *Province* materially increased the cost of lease wire service to the other papers on the W.A.P. morning circuit. Nelson *Daily News* now pays probably the highest rate per subscriber for its leased wire service of any daily on the continent.

Geo. A. Blakely, editor and publisher of Grand View *Exponent* for the past eight months, has left to take the position of manager of Canora *Advertiser* for the summer months. Mr. Blakely still retains his interest in the *Exponent*, which paper will be under the management of S. T. Ward. A. G. Graham, proprietor of Canora *Advertiser*, intends leaving shortly for Ontario.

SASKATCHEWAN.

Wednesday, May 19, was Dollar Day at Rouleau.

W. Scramlin, proprietor of Halbrite *News*, has sold his business and the plant has been removed by the new owner to Bromhead.

Private Harry Jackson, formerly foreman of Moose Jaw *News*, was in the battle of Langemarck and is reported missing.

Andrew Fraser, proprietor and editor of Vanguard *Southern Sentinel*, was married on May 10 to Miss Louise Jackman of Swift Current.

A local auto show was taken advantage of by Weyburn *Review* to secure considerable extra local advertising in the issue of May 12.

Howard C. Woolse, formerly reporter on the staff of Saskatoon *Phoenix*, and who enlisted with the 90th Winnipeg Rifles, is reported among the missing.

A report from Saskatoon says that advertising patronage remains about the same as last month, while job business has been somewhat brisk in all the local offices.

W. M. Potter, proprietor of Plenty *Advocate*, who closed his office following the fire which destroyed the greater portion of the business section of the town last month, has enlisted and been given a commission as Lieutenant.

International Typographical Union's President, Marsden Scott, has accepted the invitation to be present at the Western Canada Conference of Typographical Unions, to be held at Saskatoon, July 1, 2 and 3. Preparations on an extensive scale are being made by the local union for entertainment of delegates and visitors.

S. J. Dornan has purchased Alameda *Dispatch*, taking possession May 1. With the assistance of Neil Fox, late of Morden, Man., who has been engaged as manager of the paper, Mr. Dornan has already made a marked improvement in its appearance, and has secured numerous new subscribers, as well as increased advertising. A new feature which is proving very acceptable is a live editorial page.

ALBERTA.

R. B. Bennett, K.C., M.P., addressed Calgary Ad Club recently.

Lethbridge *Herald* won the indoor baseball championship at the local Y.M.C.A.

Frederic E. Villeneuve, city librarian of Montreal, died on April 24, aged 48. Some years ago he founded *l'Ouest Canadien*, Edmonton.

Private W. H. Jennings, formerly on the staff of the Calgary *Morning Albertan*, was wounded at St. Eloi with the Princess Pats and has been invalided home.

BRITISH COLUMBIA.

H. D. Miller is now circulation manager of Vancouver *News-Advertiser*.

Prince George *Daily Times*, referred to on page 44 of last issue, commenced publication May 17.

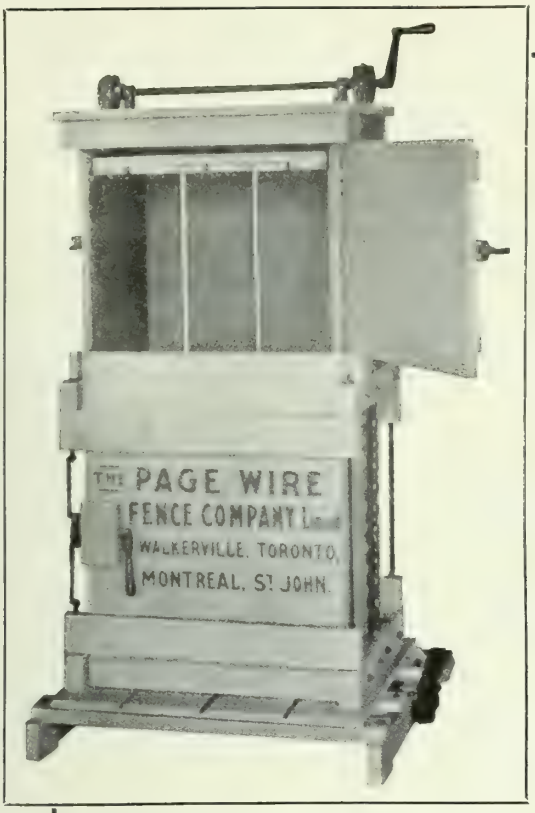
The *Victorian*, 'a paper for the people,' is the name of a new weekly published in Victoria by F. E. Simpson.

Gordon Morgan, who for some time has been a member of Vancouver *News-Advertiser* reportorial staff, has severed his connection.

Geo. H. Morden, manager and editor of the *North Shore Press*, Vancouver, was nominated by the Conservative convention as candidate for Provincial House.

Three more members of the staff of Nelson *News* have enlisted for active service at the front. Hubert Evans, city editor; A. L. Stuart, linotype operator, and S. J. McDonald, job compositor. One-third of the total number of employees on The *News* have enlisted so far, a record probably not equalled by any other Canadian daily.

Nanaimo *Herald*, a Conservative newspaper of the coal city, has been sold by J. S. H. Matson of Victoria *Times*, to a syndicate headed by Robert Hindmarsh of Nanaimo. Mr. Matson acquired the property from George Mowat about three and a half years ago. Mr. Hindmarsh was formerly engaged in newspaper work with the Nanaimo *Fress Press*, and was afterwards in the real estate business in Victoria.



Turn *Waste* Into *Profit*

Don't throw away or burn up your waste paper. *Turn it into cash!* Don't sell it in bags for a few cents a "hundred." *Bale it on a*

PAGE BALER

and get 25c to $1.00 per hundred. You save space—reduce fire risk—and make a PROFIT out of waste. Takes but a few minutes of a boy's time each day. Pays for itself quickly. Insures a cleaner shop.

Read What This Publisher Says of His "PAGE"

and then make up your mind to install one to-day. Buy DIRECT from **US**—the **manufacturers.** Save the middlemen's profits. Get a staunch, simple, compact "PAGE"—save 25% on its first cost—and turn a "dead loss" into MORE NET PROFIT.

Whitby, Ont.

The Page Wire Fence Co.,
Toronto.

Dear Sirs:

We have been using a Page Paper Baler in our office here for several years. (In fact, we could not do with out one.)

Previous to installing this machine we used to burn all our paper (which took a great deal of time and was also a nuisance). Now we just have to dump all waste paper into the baler, bale it up, and when a sufficient quantity has collected on hand we ship it away. We are able to clear 25c per hundred pounds, after paying shipping and freight charges. This is, of course, clear gain over the old method, as we were never able to sell a bit, under the old order of things.

Our baler paid for itself easily in less than a year. Our office is just an average country office employing about 8 to 10 hands. I should say that we realize about $40 a year from our baled paper. In addition, we have no trouble in disposing of the waste paper now. It is a clean, quick, profitable method, and one that every newspaper should adopt.

C. A. GOODFELLOW & SON,
Publishers Whitby Gazette & Chronicle.

PAGE WIRE FENCE CO., LIMITED — WALKERVILLE, TORONTO, MONTREAL, ST. JOHN, WINNIPEG

$35.00 Freight Paid

BUY ONE NOW

The WETTER is a GOOD Numbering Machine

Ask to see the Boston Model Pica Model

Get our Booklet telling all about them.

producing Accurate Results, because they are built right; parts HARDENED where necessary, and the finished machine will stand up to the exacting conditions under which they are used.

ALL DEALERS WETTER NUMBERING MACHINE CO.
255-261 Classon Ave., Brooklyn, New York, U.S.A.

Brass Rule Made to Order — *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal — *'Phone Main 1892*

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Lieut. S. D. Armour who was wounded in the engagement at Langemarck and who left Vancouver with the Seaforth Highlanders, covered hotels for the Vancouver *Province*. Vancouver newspapermen were pleased to learn that he was not seriously injured and is progressing favorably at Shornecliff. Lieut. Armour's two brothers are also at the front.

A recent despatch from San Francisco tells of the suppression there of the Hindu revolutionary paper, *Hindu Ghadar*, and of its being excluded from the mails, when addressed to post offices in India, Canada, Great Britain or Australasia. It will be remembered that it was this paper which was objected to by a large number of British Columbia people during the recent *Komagata Maru* incident.

J. Sedgewick Cowper, of the editorial staff of The Vancouver *Daily Province*, is to be one of the six Liberal candidates at the provincial election, whenever it is held. Mr. Cowper was first asked to run by the depositors of the Dominion Trust Company, whose rights he has championed with much success, but at the Liberal convention was prevailed upon to run under that banner. Mr. Cowper is a former newspaperman and was at one time manager of a Prince Rupert daily. W. R. Trotter and J. E. Wilton, members of the composing room staff of Vancouver *Daily Province*, are candidates at the same election on the labor ticket.

ANNUAL MEETING OF WINNIPEG BOARD.

THE ANNUAL meeting of the Winnipeg Printers' Board of Trade was held on April 29, 1915. The following officers and Executive Committee were appointed: President — Geo. H. Saults; Vice-President — John Stovel; Corresponding Secretary—Wm. McLellan; Treasurer—A. W. Puttee; Auditor — H. J. Hardie; Executive Committee H. W. Dearman, H. L. Willson, Robt. Reid, J. T. Bragg and E. J. Ransom. Reports were read from the various officers and the picnic committee was appointed to take care of the picnic, which is scheduled for June 22, 1915. More of the picnic later.

THE TWENTY-NINTH TYPOTHETAE CONVENTION.

THE 29th Annual Convention of the United Typothetae and Franklin Clubs of America will be held in Los Angeles on September 21, 22 and 23, 1915. The Alexander Hotel will serve as headquarters.

The General Committee of the Convention in Los Angeles is making every effort to make this printers' meeting one of the greatest events in the history of the organization.

The committee in charge urges members to organize themselves into a "going-to-Los Angeles-Society," and at once communicate with the committee on matters pertaining to the trip. The headquarters of the committee are Room 421, Union League Building, Los Angeles.

CUTLER-HAMMER POTS FOR LINOTYPES.

THE Merganthaler Linotype Company has concluded an agreement with the Cutler-Hammer Manufacturing Company, of Milwaukee and New York, under which the Merganthaler Company will control the sale of the latter's electrical heating system in connection with linotype melting pots.

TRADE NOTES

NUMBERING MACHINES FOR AUTOPRESS.

THE AMERICAN Autopress Company have perfected a new device for operating numbering machines in an ordinary type form, the main principles of which are that it does away with the plunger operation, and instead introduces an index attachment which permits the printing of numbers consecutively, changing automatically on duplicate and triplicate work, etc., and the machines can be operated in any direction in the chase and at any speed.



THE LATE GEO. R. COPPING.
LUSITANIA VICTIM.

George R. Copping, a director of and closely associated with Provincial Paper Mills Co., Limited, Toronto, went down with the Lusitania. Mr. Copping was going over in connection with war orders. He was accompanied by Mrs. Copping, who perished with him.

Five years ago he became associated with the Weldons in the paper manufacturing business and managed the Barber Mills in Georgetown. He was also President of the Reliance Knitting Co., and connected with a number of other industrials.

PRINTING SHOW AT CHICAGO THIS MONTH.

JUNE 19th to 26th is the time Coliseum, Chicago—is the place—that the Third National Exposition of the Printing, Advertising, Engraving, Publishing, Lithographing, Paper, Business Equipment, Stationery, Paper Box Manufacturers and all allied trades will hold forth.

Printers, Lithographers, Advertising Men, Engravers, Photo Engravers, Electrotypers, Publishers, Stationers and General Business Men from all parts of the United States and Canada will come to this Exposition to see and study the machines, supplies, devices and ideas, the use of which will mean the saving of thousands of dollars in conducting their business. An added attraction in Chicago at that time will be the various conventions held coincident with the Exposition. Among the organizations who have already decided to convene at that time are the Associated Advertising Clubs of the World, the International Association of Manufacturing Photo Engravers, American Envelope Manufacturers' Association and the Audit Bureau of Circulations. Special railroad rates that will be in force will be another inducement to attend the Exposition.

Many new machines that have never been shown before will be on exhibition and some of the exhibitors will "spring" some surprises that will be of great interest to those attending. Almost every machine exhibited will be shown in operation and these, together with the elaborate displays of the paper manufacturers and distributors, the very interesting exhibits of the supply houses and those manufacturing products of interest to the allied trades, will make this Exposition an event that will be talked about in the trades for months to come.

A new feature at this Exposition will be the Offset Exhibits, which have not been included in the shows heretofore.

FINE EXAMPLE OF LINOTYPE TYPOGRAPHY.

THE PRINTING of fine book and catalogue work calls for the best facilities at the disposal of the printing art. To demonstrate the ability and versatility of the Mergenthaler Linotype in these two directions the Mergenthaler Linotype Co. have issued a very fine specimen book in which their book and catalogue faces have been used throughout. The book is a vivid exponent not only of the great variety of linotype faces and their adaptibility to the classes of work illustrated but also of the possibilities of the linotype in composing matter of this character and the results obtained in printing from linotype slugs on both text and coated papers. Part of the cover design consists of the words "Type was made to read" surrounding a linotype matrix embossed in gold. The book should give decided impetus to the movement to bring about an improved appreciation of fine composition and printing in general. The Mergenthaler Linotype Co. is one of the leaders in this movement.

ANNOUNCES REMOVAL.

THE HARRIS Automatic Press Co. of Niles, Ohio, announces the removal of its New York offices from 50 Church street to Vanderbilt Concourse offices, 45th street east, and Vanderbilt Ave., opposite Grand Central Station.

INTERTYPE WITH NON-INFRINGING DEVICES.

THE International Typesetting Machine Co. has on exhibition in its New York sales offices a Model B Intertype with the new non-infringing devices. Manager Atwood of the Intertype company says the new devices make the intertype users free from any trouble with builders of like machines. Mr. Atwood says there is a distinct change in attitude on the part of prospective purchasers since the decision of the patent cases and buyers are now satisfied that the Intertype is free from interference.

More Circulation and a Bigger Bank Account



I have no time to argue with any publisher who is satisfied to "muddle through" with the circulation of his paper just as it is. But I am always ready to discuss with any wide-awake publisher, who values circulation, and who wants more of it, an effective, proved plan for adding new subscribers, and putting old ones on a paid-in-advance basis.

With a personally managed circulation campaign, lasting from six weeks to two months, I can get you more new subscribers, and more hard cash from your old ones, than you can get by any other means in years. My plan, my methods, and the results I secure, have been approved by a number of Ontario publishers for whom I have conducted successful campaigns within the last year. If you want more circulation, and more money, it won't do you any harm to write me. An inquiry implies no obligation on your part.

JOHN S. SCOTT

Builder of Circulations for Weekly Newspapers

343 CRAWFORD STREET, TORONTO

NO doubt you are anxious to obtain your share of Poster Stamp work. The only way to make good in this line is to use "NON-CURLING" GUMMED PAPER for all classes of stamps. It costs very little more than the ordinary, and in printing it saves money.

Samuel Jones & Co.

Gummed Paper Makers

Bridewell Place ∴ London, Eng.

THE

Advance Machine Works Co.

Canning and Donaconna Sts. - MONTREAL

Printers' Machinery

Special Machinery Built, Presses Rebuilt, Two-Color Attachment, Plants Installed, Press Repairs, Gears, etc.

Long Distance Bell Telephone: Up. 4416

WASTE PAPER

a valuable asset

Start now turning it into money by Baling it in a CLIMAX STEEL FIREPROOF BALER.

Made in 5 sizes, a baler for every business. Write for book of testimonials.



Patent applied for

The CLIMAX Steel Baler

is a practical machine which does the work quickly. Don't be fooled into buying a wooden affair which takes up a man's time pounding the paper down with a tamper. Get a machine which does the work, saves time, reduces your fire risk and keeps your premises clean. Get a CLIMAX STEEL BALER. It will last for ages. "Made in Canada." No duty to pay.

Tear and mail to day.

CLIMAX BALER COMPANY

Hamilton, Ontario

Gentlemen:—

Without obligating us in any way to buy, please send full particulars and prices of Climax Steel Balers.

NAME .....

ADDRESS .....

It PAYS to know

'Who's Who'

in Canadian Advertising

This guide to buyers of advertising, which last year was included in my book, "WHAT'S WHAT in Canadian Advertising," proved of such value and has grown to such proportions, as to require a separate volume.

The list contains remarkably complete information regarding 2,000 buyers of advertising in Canada, carefully revised up-to-date. No such complete and valuable list can be secured elsewhere at any price. The mere names and addresses alone would cost you $10.00, if they could be purchased from any addressing company.

No seller of advertising can be thoroughly "onto his job" unless he has all the up-to-date information possible to secure about every advertiser with whom he might do business.

You cannot begin to appreciate the value of this book until you see and use it.

Contains the most complete list ever compiled of general advertisers in Canada, and advertisers in U.S. and Great Britain using Canadian mediums, including information as to articles advertised, class mediums used, name advertising manager, and of agency through which contracts are placed.

Also list of advertising agents in Canada, with names of executives, and agencies in U.S. and Great Britain placing advertising in Canadian publications.

Also complete index to over 500 trademarks and "blind" advertisers, making it possible to trace the source of any advertising, other than local, which has appeared in Canadian mediums.

Pocket size, leather bound, gold stamped, 200 pages, including memo pages for notes, additions, engagements, etc. Edition limited — get your copy Now. Sent post-paid on receipt of the price, $3.00, by

It may surprise you to learn how much you **don't** know about the advertisers with whom you do business—and how many **more** advertisers there are from whom you **ought** to get business.

It takes a good part of one man's time for a year to keep this information up-to-date, complete and correct. It is costing some publishers several hundred dollars a year to gather, classify, check and correct their list of advertisers—not one of which is so complete as "WHO'S WHO."

Over 300 **new** advertisers in Canada in the past year — more than 600 changes concerning old advertisers—no wonder your own information gets out of-date unless it is systematically checked.

Certainly it will pay you to know "Who's Who." Every advertising solicitor should carry a copy with him constantly.

W. A. LYDIATT, Publisher, 53 Yonge St., Toronto

"FOR SALE" OR "WANT" ADVERTISEMENTS

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements.

EQUIPMENT FOR SALE

MONOLINE FOR SALE. 92 HOGARTH Avenue, Toronto.

MONOLINE FOR SALE -RUNNING THREE years; good condition; $700 F.O.B. Kenora. Examiner Office, Kenora, Ont.

FOR SALE ONE SLIGHTLY USED BURT-Peerless Rotary Perforator, power, complete, good as new for all practical purposes, $200. Box 365, Printer and Publisher.

MONOLINE FOR SALE—IN GOOD WORKing condition; recently gone over by expert. No further need of it. Will sell, with parts on hand, for $350.00 f.o.b. Wiarton. The Canadian Echo, Wiarton, Ont.

FOR SALE STANDARD DUPLEX NEWSpaper press, 4, 6 and 8 pages; Miehle Press, 25x30; Linotypes and complete printing plant. Apply to DUSSAULT & PROULX, Enr., P.O. Box 343, Quebec, P.Q.

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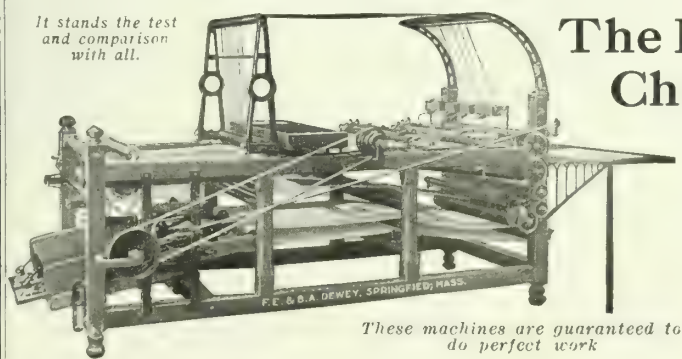


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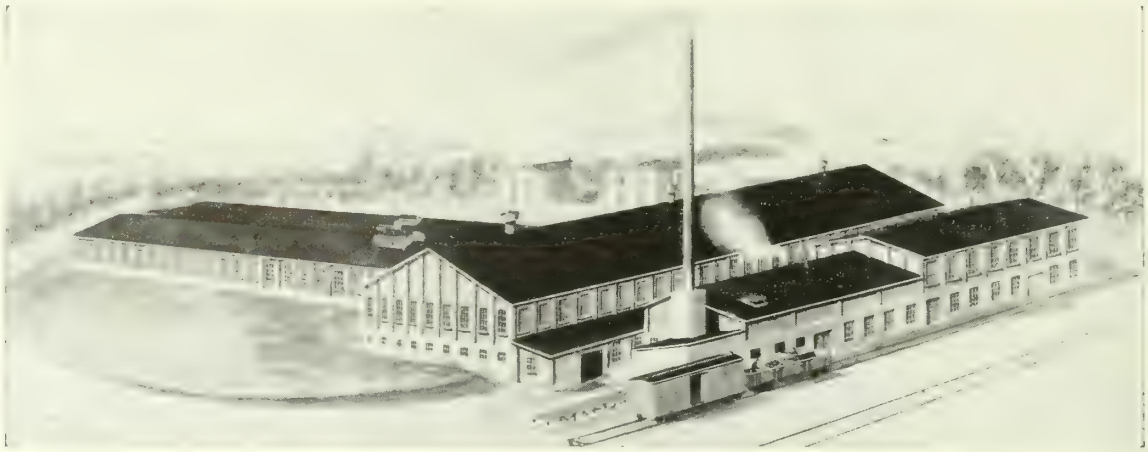
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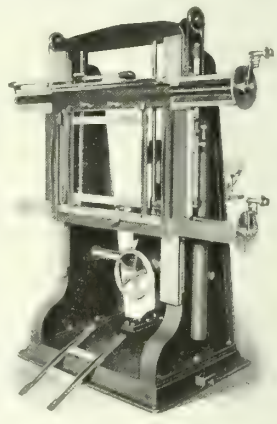
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136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,391	Dec. 19, 1911	140,323	May 14, 1912	149,258	July 15, 1913
137,392	Dec. 19, 1911	140,760	May 28, 1912	149,259	July 15, 1913
137,393	Dec. 19, 1911	141,157	June 18, 1912		



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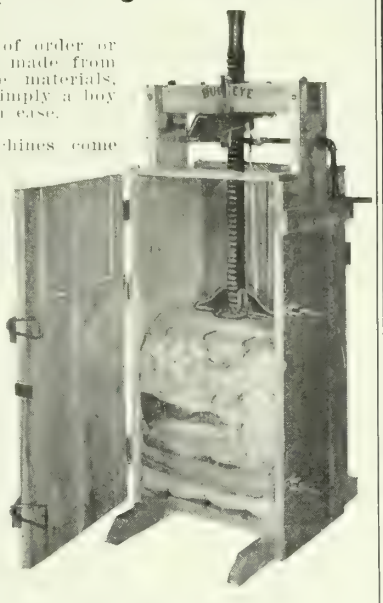
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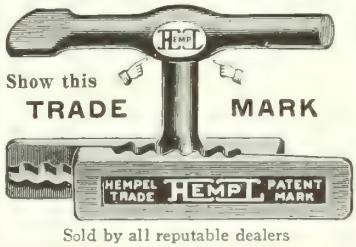
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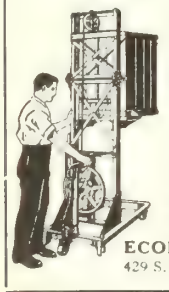
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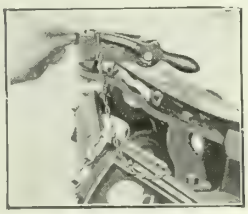
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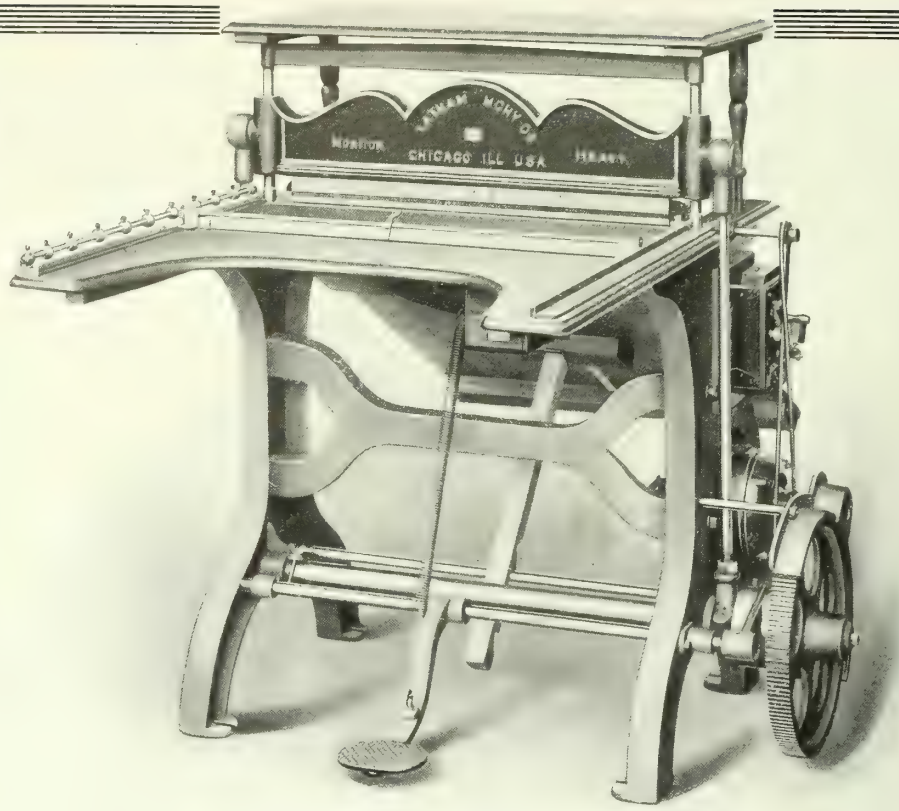
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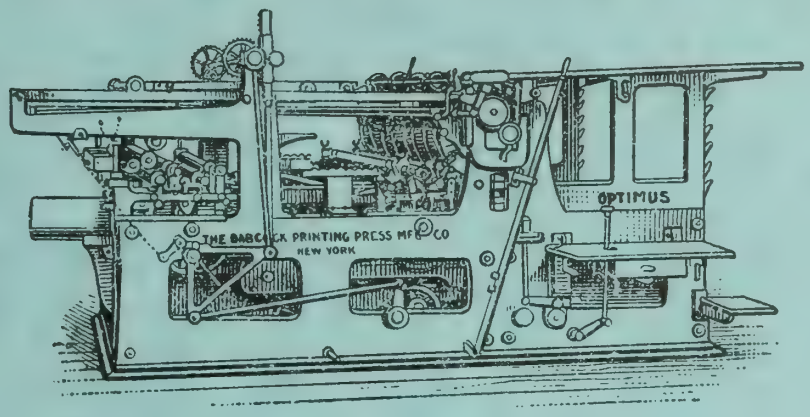
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for JULY, 1915

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By W. H. Quinn

The Story of Coated Paper

Planning an Advertising Campaign
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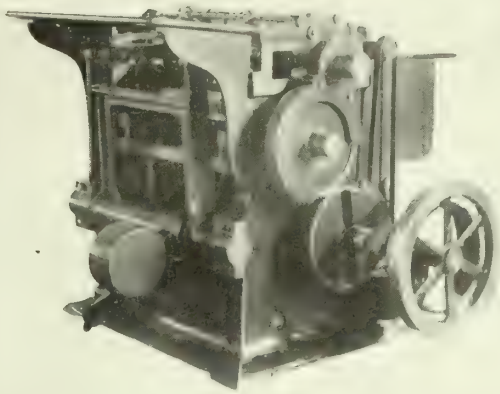


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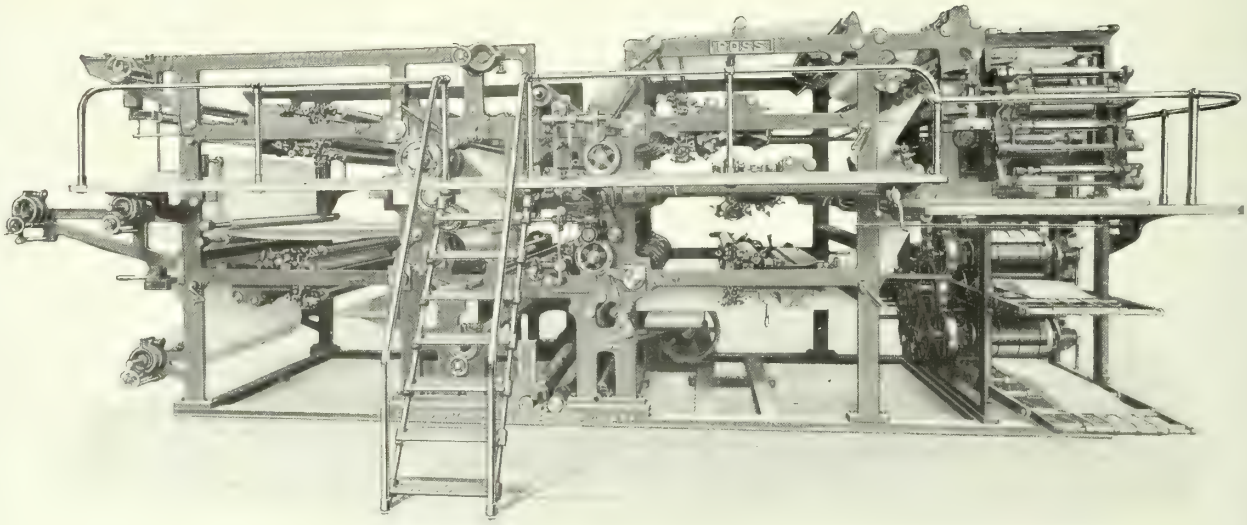
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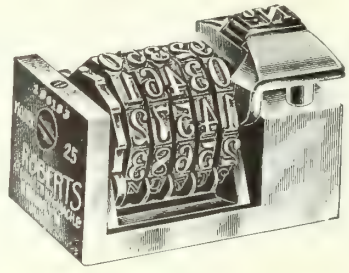
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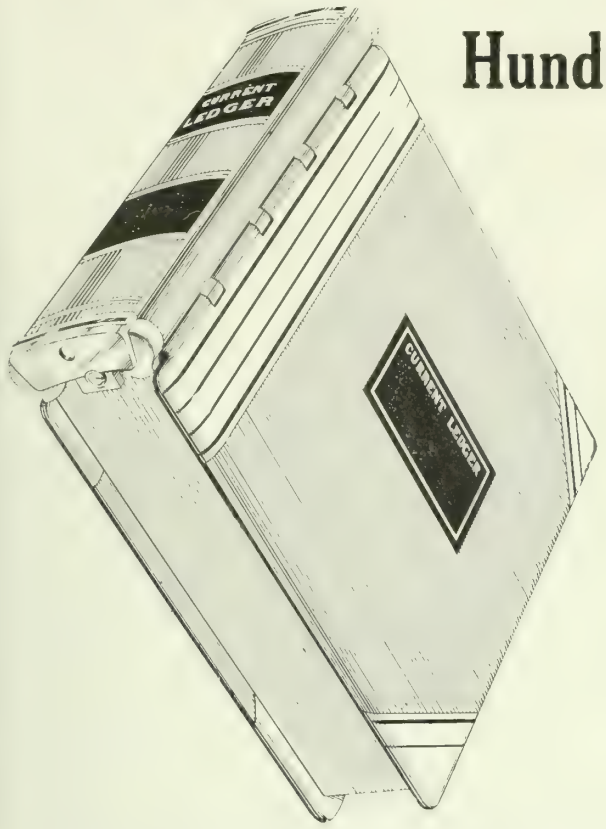
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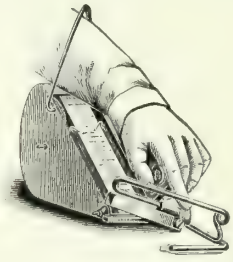
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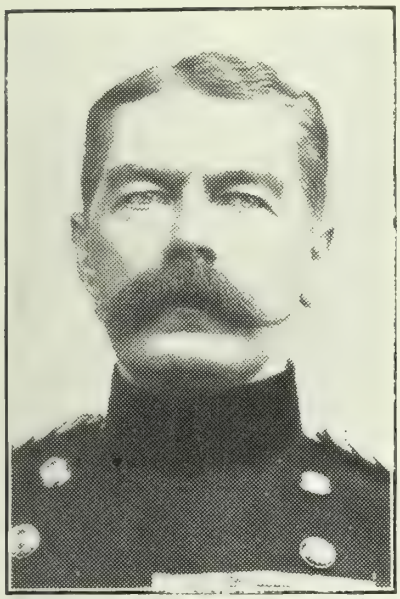
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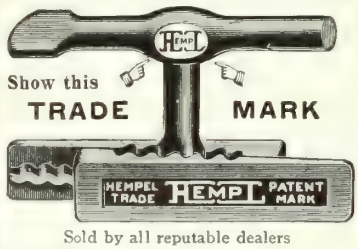
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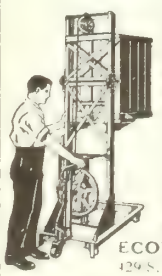
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JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON

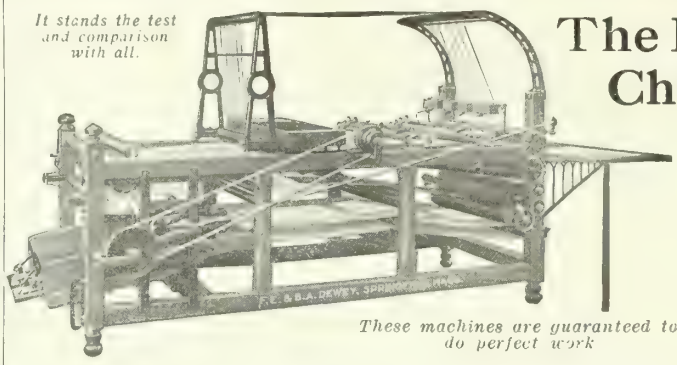


Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

It stands the test and comparison with all.



These machines are guaranteed to do perfect work

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863
Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.,

Canadian Agents: Miller & Richard, H. L. Logan and others.

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal *'Phone Main 1892*

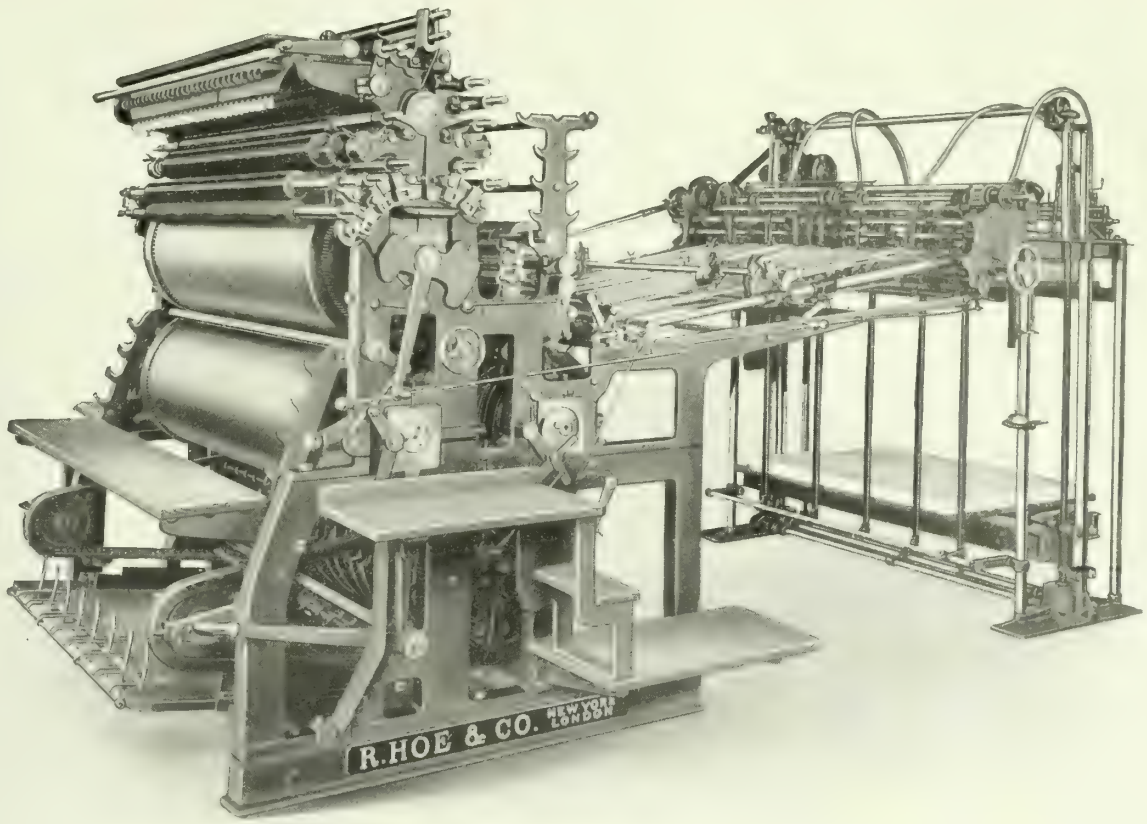
Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

WHY let that idle press run up your costs and overhead when you may readily dispose of it through a

PRINTER & PUBLISHER

WANT AD

Two cents a word will put you in intimate touch with eighty per cent. of all your fellow printers and publishers in Canada. Send in your copy *to-day* to ensure insertion in our next issue.



Profitable Offset Printing

Offset printing is in its infancy and large profits accrue to printers and lithographers who are equipped to do this class of work. Letter heads, billheads, certificates, diplomas, post cards, engravings, illustrations, covers, booklets, and all kinds of advertising literature can be effectively and economically produced by this process.

Offset printing commands good prices as well as a ready market, and the printer or lithographer who is equipped with a

Hoe New Model Rotary Offset Press

has a broader field and ever-increasing opportunities for procuring new and profitable business. He can get as many as

5000 Impressions Per Hour

from one of these improved machines and turn out beautiful printing, including half-tones on any kind of paper from the smoothest coated to the roughest antique, and fine engravings that compare well with those printed at slow speed from steel or copper plates.

If you are looking for profitable orders install a Hoe and get them.

R. HOE & CO., 504-520 Grand St., New York City

Chicago, Ill., 544-546 South Clark St. *Montreal, Can.*, 120 St. James St.
Boston, Mass., 7 Water St. *London, S.E., England*, 109-112 Borough Road



LION RECORD

A HIGH-GRADE PAPER OF
UNEQUALLED VALUE

John Dickinson & Company, Limited

Paper Makers for Over One Hundred and Ten Years

MONTREAL
216 Lemoine Street

TORONTO
77 Wellington St. West

Wizard Black, $1.00

National Black, 75c.

Standard Black, 50c.

S. C. Black, 25c.

Weekly Black, 10c.

Every one at the head of its class.
Working qualities absolutely guaranteed.

SINCLAIR & VALENTINE COMPANY
TORONTO **OF CANADA, LIMITED** WINNIPEG

Say you saw it in PRINTER & PUBLISHER.

WARNING

OWING TO THE MISUSE OF OUR TRADE MARK
THAT HAS BEEN BROUGHT TO OUR NOTICE
WE TAKE THE OPPORTUNITY OF
ADVISING THE MANY USERS OF

"Red Seal" Coated Book

AND

"Luxacoted" Porcelain Book

THAT THESE COATED PAPERS ARE SOLD UNDER,
AND PROTECTED BY, REGISTERED TRADE MARK

DO NOT PERMIT THE SUBSTITUTION OF INFERIOR
COATED PAPER, BUT SPECIFY THE ABOVE BRANDS,
WHICH HAVE A REPUTATION FOR RELIABILITY,
AND GUARANTEE SATISFACTION



MADE IN CANADA

AND SOLD ONLY BY

Ritchie & Ramsay

Limited

Toronto, Canada

Branch Warehouse in
MONTREAL

AND

Northwest Agents
JOHN MARTIN PAPER CO., Limited
WINNIPEG AND CALGARY

EVIDENCE

THAT THE QUALITY OF OUR PAPER IS APPRECIATED OUTSIDE OF, AS WELL AS IN, CANADA

BOARD of TRADE

OFFICERS

Chas S Stitt, President
W W. Dickinson, Vice Pres
C A Pratt, [illegible]
Geo. R Brown, Secretary.
August Propst, Asst Secy.
Wm. F. Mangledorf, M. D., Chemist
D. Daniel, Gen. Inspector & Chief Weigher
S J. Storthz, Mineralogist.

LITTLE ROCK
RAIL and RIVER TRANSPORTATION
BOARD of TRADE

DIRECTORS

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Morris M Cohn
Geo. W Rogers
G. C. Byrd
T. P Murrey
Harry M. Ramey
H. L. Remmel
L. B. Leigh
John M Rose

Little Rock, Ark. July 13, 1914

Ritchie & Ramsay, Limited,
Toronto, Canada.

Gentlemen:--

Please accept our congratulations on the style and grade of the paper used with the program of the 10th. Annual Convention of the Associated Advertising Clubs. It is the most attractive paper I ever saw.

I am a member of our Ad Men's Club and would have been at the convention but I was in California with our Governor selecting the site for the Arkansas Building at the Panama Exposition.

Yours very truly.
Geo R Brown
Secretary.

Another unsolicited testimonial was that of an American Paper House that appropriated, without permission, our registered trade mark, "LUXACOTED," and applied it to one of their lines.

On taking the matter up with them, they replied as follows :—

"We saw some of your literature under this name, and it looked so good to us, we decided to use it here.

"You may rest assured we will not sell any of our paper under this name in Canada."

Ritchie & Ramsay

Limited

Toronto, Canada

PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Vol. XXIV. Toronto, July, 1915 No. 7

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The MACLEAN PUBLISHING COMPANY, LIMITED

143-153 UNIVERSITY AVENUE, TORONTO, CANADA

JOHN BAYNE MACLEAN, *President* DUNCAN B. GILLIES, *Manager*

BRANCH OFFICES: MONTREAL, 701-702 Eastern Townships Bank Building, R. H. Ecclestone, Manager; WINNIPEG, 34 Royal Bank Building, Gordon Rutledge, Manager; NEW YORK, 115 Broadway, T. F. Blissert, Manager; CHICAGO, 140 South Dearborn St., Room 607, A. H. Byrne, Manager; BOSTON, 733 Old South Building, C. L. Morton, Manager; LONDON, ENG., Agents: The MacLean Company of Great Britain, Limited, 88 Fleet Street, E. C., E. J. Dodd, Director. Toronto Representative, H. C. Lowrey.

Printer and Publisher is issued on the 24th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, $2.00; six months, $1.00; single copies, 20 cents. United States, $2.50 a year. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s. Special rates for quantities on application.

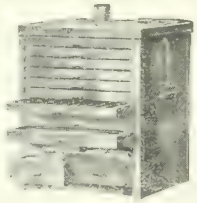
Contributions of vital interest to Canadian printers and publishers are solicited, and prompt payment will be made for all accepted matter.
Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements should reach office of publication not later than the 10th of the month preceding date of publication.

Eternal Vigilance

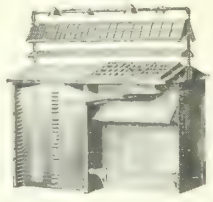
A Few Typical Pieces of Equipment



No. 941 Chase Rack (Steel)



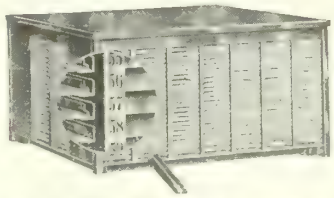
No. 636 Steel Platen Pressroom Cabinet



No. 549 Steel Adman Cabinet



No. 657 Steel Unit Galley Cabinet



No. 723 Steel Imposing Table for Galley Storage



No. 785 Steel Bindery Table with Casters

is the price of supremacy. Hamilton equipment is not only made to meet the latest ideas of efficiency in the printing plant, but in some respects goes even farther and blazes the way for new methods for the printer.

Herewith are shown a few examples of efficient up-to-the-minute steel equipment produced within the last few months by the Hamilton organization. It will pay any printer to look over this list with care, as it contains space-saving, time-saving articles absolutely necessary to any printer who is interested in reducing costs.

Send for complete description of the articles that interest you. This information may be secured either direct or from your nearest dealer.

The Hamilton Manufacturing Company

Main Offices and Factories, TWO RIVERS, WIS.
Eastern Office and Warehouse, RAHWAY, N.J.

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited, Toronto, 70 York St.
Montreal, 355 Craig St. W.
Winnipeg, 175 McDermott Ave. E.
Calgary, Alberta.
Regina, Saskatchewan.
Roy A. Hazel, Representative for Maritime Provinces and Newfoundland, 65 Dufferin, Hazel St. John, N.B.
Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Toronto, 7 Jordan St.
Richard J. Winnipeg, 123 Princess St.
Printers' Supplies, Ltd., 27 Pelton Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York Street, Toronto.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed *free* to every inquiring printer.

Heintzman & Co. Ltd.

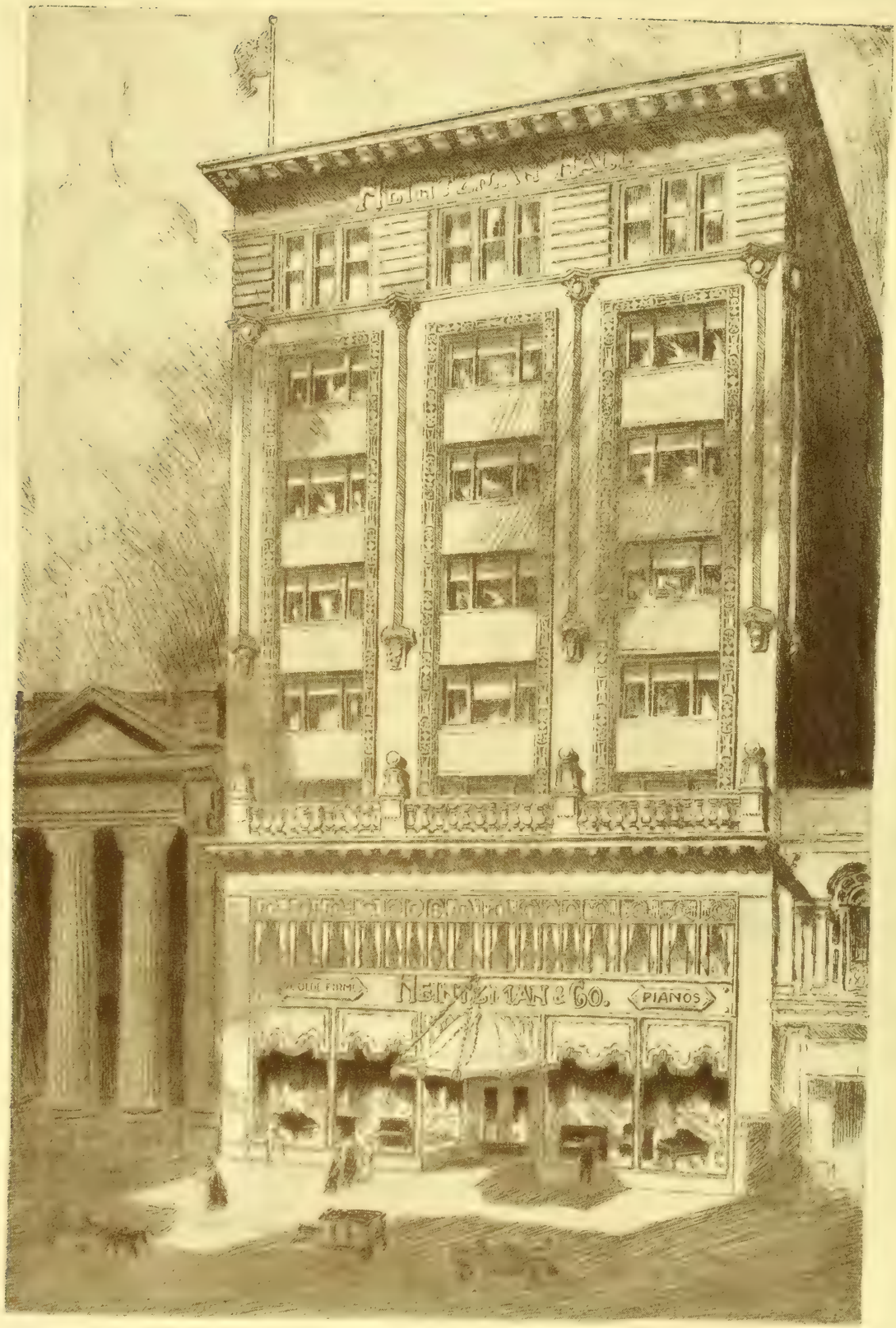


Boudoir Grand---Style F.

WITH Heintzman & Co. Patent Agraffe Bridge No. 12470, Duplex Scale, with Bell metal bearings. Case built up of a series of longitudinal hardwood in one continuous length, which adds wonderfully to the acoustic properties of the piano. The patent Sustenuto Pedal, patent Double-repeating Action, and improved Non-friction Pedal.

DIMENSIONS

7 1-3 Octaves	Length, 6 ft.	Width, 4 ft. 10 in.



Reproduced from an original etching, and used as a Frontispiece

Page from a catalog produced by The Moore Bros.
Printing Co. Toronto, for Heintzman & Co., Limited

PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Quality and Service--Not Price--Deciding Factor

By W. H. Quinn

Business Manager Pub'ic Press, Limited, Winnipeg

Editor's Note.—Mr. Quinn is an enthusiastic advocate of the production of good printing—always, however, at a profit. His enthusiasm is of the practical sort that finds expression in deeds. This is fully verified by the frank, candid statements in this article and the illustrations accompanying it, which give some idea of the quality of work produced. If further evidence were needed, the fact that the firm with which Mr. Quinn is connected—Public Press, Limited, Winnipeg—is one of the youngest and at the sa ne time is regarded as one of the most firmly established printing concerns in Western Canada, should supply such evidence. This is the third article in this series. The two previous ones by Matthew Esdale, of Edmonton, and W. W. Southam, of Montreal, appeared in the May and June issues, respectively.

YOU HAVE no doubt all heard of the Dream depicted by Joe Howard in his "Blow the Smoke Away." But the title of this article is away ahead of the best tobacco ever used by Joe in any of his brain excursions. If a printer wants to enjoy some of his sweetest moments that could ever be invented, let him buy himself a big pipe—lay it aside carefully until he has put his business in a position where he is selling quality and service irrespective of price—then stuff his pipe to the brim with the recollections of what he *is* compared to what he *was*—and lay back and smoke.



W. H. QUINN.
Business Manager, The Public Press, Winnipeg.

A PRINTER'S MOTTO.

This may seem somewhat like romancing, but why should not a printer romance as well as anyone else. If we start right and keep on right, we should finish right. To my idea, every high-class printing house, worthy of the name, should have the words "Sound Business Principles" part of the decorative design on its office walls, so that it would confront one no matter how he tried to turn his back to it. With the above slogan as a watch-word, you will be compelled to be honest with yourself as well as with your customer. If you cut a price and give away something for nothing, you are not acting honest, and you are getting away from real business principles.

To instill a little more than the ordinary cut and dried interest in an article of this nature, it is necessary to give some concrete facts, of our own business. If any apology is needed for the doubting Thomases, we might state that ours has been a very successful house, and that we are telling the whole truth, and nothing but the truth.

Since our firm started business, we have been in a position which enabled us to wed ourselves to the quality and service ideal, and stay with it. Events have proven that we adopted the right tack. As far back as the year ending 1912, eighty per cent.of our job-work was taken in without advance quotations. This is, we believe, a good argument, that when you have the goods to sell, the price is not the main argument. It does not follow that when a buyer asks a price on a job, that it is necessary for a printer to chop it to the bone. Printing buyers are often in a position where they must know about how much they are called on to spend. If yours is a reliable house, and they must have this information, give it to them with all grace, and make no fuss about it. As an instance of this we have this week past, delivered the annual report of a local concern which is one of the largest capitalized companies in Canada. This contract which amounted to several hundred dollars, we quoted on in advance. When our salesman presented his quotation, the buyer walked over to his typewriter and wrote out a formal order to us, and simply copied in our figure. No other printer got near the job.

BUSY IN "SLACK" TIMES.

A further proof that Quality and Service pays. It is not necessary to state what the condition of the printing business has been during the past year. Not one of our

employees has lost an hour during the past 15 months. On the contrary, for 13 of these 15 months we have been running two shifts in our composing room, and for the last two months a double shift in our pressroom. And this state of things is assured for the next three months. Our brother printers have at times assured us that we are lucky, but our contention is that the policy which made us popular when times were good all round, is proving that it is the correct one, by keeping us busy when times are slack.

One instance we could give you of a very respectable lumber catalog which we made up last summer. We made up our estimate very carefully, allowed for everything that



Cover and introductory page of Souvenir Winnipeg Soldier Book printed by The Public Press, Ltd. Cover was in colors. Note the simple yet effective design. Particularly well handled is the introduction page. It is pleasing, inviting and readable, as such a page should be.

we thought might come up and wrote quoting the customer on the book. Our salesman, with the letter in his pocket called on the customer and discussed the catalog and what might be done with it for almost two hours. The price was not mentioned till the closing moments of his interview. As a result of our salesman's conversation, when asked to give an idea of what the job was worth, he added $150.00 to the price already quoted in our letter, which still remained in our salesman's pocket, till he got back to the office and wrote another letter raising our figures. This raise was based on extra value which we thought we could give the customer. The point, however, here is that the price was a second consideration when quality was wanted.

TENDENCY TO ELIMINATE COMPETITION.

We might state that on this job as well as on numerous others when quality and service is to be concerned, there was no such thing as competition. Two or three printers had run to this firm's office with their letter quoting price sticking out in front of them and planked it down on the buyer's desk before they had said good morning. They never had a look in on the job.

Another instance was with one of the largest typesetting jobs done in Canada in recent years. This is in connection with the setting of the catalog pages for possibly the largest mail order house in Canada. We did the work last fall and did it so well and gave such service on it that our customer willingly admitted to us that the composition was the best they had ever used. The job came up again about a month ago, and with our previous records as a basis we felt we were entitled to more money for our work. As our customer was already convinced of what our service and the quality of work meant, we did not have the ground to break over again. We raised our previous price on the job 20 per cent. and submitted our quotation to him. This was accepted without a murmur. The business principles of the house in question being so sound, we believe that they could not in justice to themselves, ask us to reduce our quotation when they knew that we could give them better quality than any other firm had previously furnished them.

WHERE QUALITY AND SERVICE COUNT MOST.

A further instance which happened no later than yesterday. A customer of ours called up at 5 p.m., stating he had a two-page circular, 9 x 12 on which he desired proofs the following morning. We informed him that we would find out how things were fixed in our works and phone him in a couple of minutes. He stated there was another printer there and would take the job if we could not do it, and he would hold him till we phoned. About two minutes later, we called him up and informed him that we could not get the proof up this a. m. Our customer then came back and immediately informed us that we would have to get it out as it was a particular job and he wanted us to do it. We of course, assured him that we would do all possible, but if we fell down, we would not accept any blame. In spite of this, he sent the copy up with instructions that it was to be a first-class job. Price was not mentioned. This firm has a dozen price-cutters doing odd jobs for it, but when it wants a real job it forgets them.

These few illustrations go to show that printing buyers can be educated as well as any other class of business men. The greater part of the educating, however, lies in the printer's own hands, and if he does not know what is good for him it is hard to expect outsiders to go to the trouble of finding it out for him.

BUSINESS PRIDE.

Another matter which hardly comes under the heading of this article, but which could be described as a sound business principle, is BUSINESS PRIDE. One of the easiest ways to knock the bottom out of this principle is to enter into a price-cutting competition for the business of an organization which we buy from and which has a price which we must pay.

As an instance of this I will mention the Insurance Company which handles our insurance. For several years we have handled their printing at legitimate figures. A month ago the insurance man came round to our office with a dozen forms and asked us to compete with a number of Jitney shops who were trying to work in round our flank. Our Irish being at fever heat on the day in question our pride naturally kept it company, and we refused to figure. We quoted him so much per hour for composition, press-work, etc. This we figured was equal to the manner in which he quoted us on our insurance. But we could not satisfy him. We then asked him to quote us a block amount for insurance on an imaginary building to cost from $25,000 to $50,000. He thought it was heresy to expect him to guess what our building would be worth, but still we should be magicians and guess to a minute how long it would take to print his forms.

The insurance man is not the only offender. In most every instance in which a printer is to buy something, he will find that there is a set price which he must pay.

This state of things is despicable, and in it will be found the answer as to why the Printing Industry is sixth in the matter of capital invested and eighty-sixth in the matter of profits. Now that the printing industry has allied itself with the Canadian Manufacturers Association, it is to be hoped that some effort will be made to have these members who are protected with regard to selling prices, give the other less fortunate fellow a chance to make a living and charge a legitimate figure.

No better way of increasing the prosperity of the individual C. M. A. member can be found.

Transmuting Publishers' White Space Into Gold

Ideas With Money in Them—Selling "Copy"—Topical Advertising

AN ARTICLE elsewhere in this issue of PRINTER AND PUBLISHER (on page 29) contains some suggestions and ideas relating to the selling of printing. These can very well be applied in principle to the problem of selling space in a newspaper.

The advertising solicitor who contents himself with asking, "Have you any advertising to give out to-day," deserves very little success. He may amplify this question by providing facts and near-facts concerning the paper's field and circulation; he may convince his hearer that his paper is so good that it is almost ready to go to Heaven; he may deliver quite a spiel on the functions and necessity and profitableness of advertising. But with it all, he may go away orderless.

Good salesmanship deals with the concrete and eschews the abstract. Good salesmanship avoids platitudes. Good salesmanship gives a body to the dreams and desires of the man whose order is desired. If you want to go away a victor, you must make the thing you have to sell more desirable than the retention of the money it takes to purchase what you are offering.

A $6,000 ORDER.

An advertising solicitor was asked by his chief to take out a special "Household Economy" page. The page was divided into twelve spaces of 150 lines each. Price of each space was to be $22.50.

The solicitor said, "No. I'll go out to sell ten pages on this idea, and I'll charge $25 per space." The extra $2.50 received from each purchaser he proposed to devote to sending out by mail a reprint of the page on good paper, accompanied by a special letter, to about 2,000 grocers doing business in the area represented by the field of his newspaper's distribution. That is, he proposed to make the advertising a campaign to both the consumer and the retailer.

The solicitor argued that he would have a more attractive, because more useful, proposal if, instead of giving an advertiser a single canvass of his paper's readers, he gave him ten canvasses. He argued further that it was just as easy—perhaps easier—and ten times as profitable, to canvass for a ten-insertions order as for a single-time order. At any rate, the result was that he found very little trouble in selling all his twelve spaces on a ten-times insertion order. The buyers of space liked the proposal; it was a double-barrelled campaign—one that looked worth the money.

When the series was nearing its close, this solicitor said, "By Jove, I'll go out and sell another ten pages on the same idea!" And this he accomplished. All told he sold $6,000 worth of advertising. Contrast this with the amount which he was asked in the first instance to go out to sell—a single page worth $270!

This illustration—a bit of actual history—proves the worth-whileness of imagination and vision in an advertising solicitor.

CREATIVE CANADIAN PUBLISHERS.

To PRINTER AND PUBLISHER comes much evidence of successful activity on the part of Canadian publishers in the direction of creative selling. The ideas may not always be original, but originality is not called for. The main thing is to take ideas to advertisers that will appeal to them.

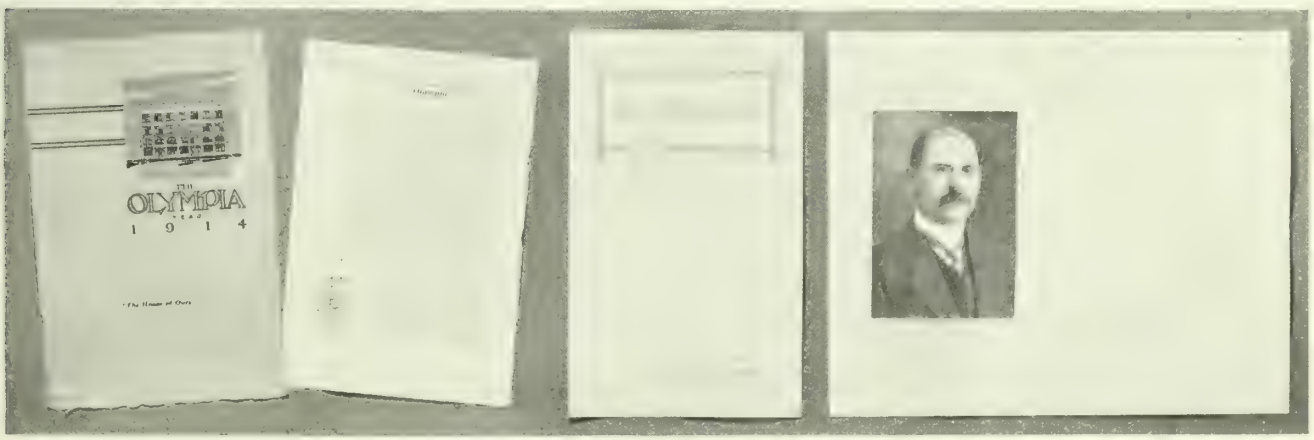
Several publishers have induced local laundries to advertise—in a co-operative way. Each laundry has essentially the same message to deliver to the community, and while there is advantage in independent advertising by each laundry, there is economy in co-operation.

This idea of co-operation is one that can be worked advantageously in regard to other interests. For example, if domestic bread-baking is commonly practised in a community, then the local bakers can very sensibly combine to advertise their point of view and interests, with the object of persuading housewives to buy bakers' bread.

Recently in Chicago a very notable co-operative campaign was put on urging the public to eat more ice-cream. The food-value of ice-cream was emphasized; also the fact that the much eating of ice-cream was accompanied by no bad after-effects. In this experience lies a suggestion for many Canadian publishers.

Some publishers have published a page made up of letter-press advertising dealing with the subject of the building of a home: an illustrated article (perspective view and floor-plans) dealing with a suburban or town home was made the magnet to attract the advertising of local firms—brick and lumber-supply firms, hardware dealers, roofers, painters, wallpaper dealers, furnishers, etc.

A farmer's number was the "stunt" of one publisher. On the eve of summer activities, he published the advertising of local firms supplying farmers with probable requirements—tile, cement, roofing and galvanized iron, tools, field implements, barn, stable and dairy equipments,



Specimens of work done by The Public Press, Winnipeg. The page reproduced from the Olympia book is notable for its top treatment and for the character and placing of the illustration. The "In Memoriam" publication is a remarkably delicate piece of composition. The ink was a shadowy gray—very satisfying. Note the chastity of the designing and the quality of restraint which the typographer has put into his work.

haying tools and helps, spraying aids, and so on. Suitable letter press accompanied this advertising.

"Clean, Cool and Comfortable," is the slogan that one publisher will use in connection with a special summer page which he is projecting.

The "Dollar Day" idea has been worked successfully by scores of publishers.

SELLING COPY.

The idea of selling copy rather than mere white space is well worth the best attention of every publisher. Many publishers are using this means of securing advertising wth happy success. Put a good advertisement of his business before a man, and it becomes an almost irresistible temptation: to have that advertisement published is far more desirable to him than the money it will cost to insert the advertisement—and for this reason: the publication of this advertising has in it the good promise of the return of the cost of the space with a profit in addition.

Advertisement writing and designing may not be easy for some publishers, but can be learned; or some local individual can be taught and paid to do this class of work.

Better than taking a single piece of copy to an advertiser is to take him a *plan* of advertising along with some examples of advertising. Spasmodic or single insertion advertising does not appeal, and rightly so, to many men in business: they want to advertise systematiaclly if they advertise at all. So it is wise to draft up a regular schedule covering 3 months, 6 months or a year; and if a copy service can be offered in connection with the proposal, so much the better are the chances for getting an order.

TOPICAL ADVERTISING.

One very successful publisher in a large city was conspicuously successful in translating local, seasonable and special happenings into advertising. For example:

At a meeting of chemists convened in his city, a paper was to be read on the subject, "The Strength of White Flour." The publisher succeeded in securing a full page advertisement from a great milling firm to be published in the issue of his paper containing the report of the chemists' congress.

In an international exhibition, prizes, medals and diplomas were awarded to exhibitors. This publisher developed a page advertisement following the announcement of awards: he induced a dozen or so of the distinguished firms to advertise the fact that at this great world-exhibition, their products had been declared superior.

When a famous Antarctic explorer returned from his South-Pole expedition, this publisher, on the morning of the national hero's return, had a page of advertisements of the firms whose goods had been taken by this explorer on his expedition. The argument was that goods deemed worthy and fit to stand the heat of the tropics and the cold of the poles, and on which human and animal life would have to depend, were meritorious in the extreme:—Clothing, dog biscuits, food products, remedial products, comforts, and so on. It was easy to secure all the advertising desired on such an argument on such an occasion.

A "Fires and their Prevention" page was prepared in advance, with letter-press matter (all but the opening paragraph), for publication on the morning following a big fire. This page gathered dust for many weeks before a fire of sufficient magnitude occurred to warrant the publication of the page. The opening paragraph of the letter-press matter was made to refer to "yesterday's serious fire," and so was given its timeliness. Competitive publishers marvelled until they learned the secret of the getting together of this advertising.

These examples are suggestive. Advertising managers on the alert for inspirations can get something from the underlying idea that produced the advertising related to these topical occurrences.

White space is a limitless commodity; and particularly at this time of scanty advertising, its conversion into good coin of the realm is greatly to be desired. The common or garden variety of solicitation has its merits, but it can be improved upon.

PRINTER AND PUBLISHER would like to hear from publishers who are using their good gray matter to sell their white space, and to have the story of their methods and successes.

Standard Engraving Charges

A REVISED card of Standard Engraving Charges, effective June 15th, has been issued by the Manufacturing Photo-Engravers of Canada, which body is affiliated with the Canadian Manufacturers Association.

The circular letter announcing the revision states: "The advance we have made has been absolutely forced upon us. The revised prices are the result of a continuous rise in the cost of materials and labor. For a long time the old rates have not been showing a working profit. We wish it were within our power to show each customer the material, the numerous processes, and the individual attention which the manufacture of engravings demands. We believe his marvel would be how it could possibly be done at anything like the prices shown on the new rate card."

The new card shows charges for engravings, as follows:

ENGRAVINGS ON COPPER—	Per Sq. Inch	Minimum.
Half-tones, square finish	$ .17	$ 2.25
" close cut	.27	2.75
" vignetted	.33	3.85
Technical and mechanical work, high grade, with special finishing or hand-tooling	.40	5.00
High light half-tones	.40	7.50
Combination line and half-tone	.40	5.00
Color plates—duo-tones	.60	8.00
Tri-colors	1.25	45.00
Quadri-colors	1.50	50.00
ENGRAVINGS ON ZINC—		
Newspaper half-tones	.12	1.25
Line engravings	.08	.85

The foregoing is only an extract. The complete price list can be obtained by addressing a request to almost any widely-known firm of engravers, or to the Manufacturing Photo Engravers of Canada, care of The Canadian Manufacturers' Association, Toronto.

Deserved Praise for Trade Papers.

SPEAKING at a meeting of newspaper publishers held at Brantford, a few months ago, Lorne A. Eedy, editor and manager of St. Marys *Journal*, said:

"The trade newspapers of Canada are doing a very great deal to encourage the local retailers to advertise, and to advertise intelligently, in the country weekly. Their departments on retail advertising have many good practical ideas, both for the country merchant and the country publisher. For the more progressive weeklies which "sell copy" the sample advertisements published in the excellent MacLean papers are most valuable."

How an Agency Plans an Advertising Campaign

An Advertising Agency Manager Takes Down the Shutters from His Shop —Putting Competitive Newspapers on the Scales —The Toronto Situation

By A. J. DENNE

EDITOR'S NOTE: *The writer of this article, Mr. A. J. Denne, manager of the J. Walter Thompson Advertising Agency, Toronto, was asked by* PRINTER AND PUBLISHER *to supply his own answer to the charge sometimes made by publishers, that advertising agencies are influenced in the selection of mediums by the amount of the commission they receive, by personal bias and prejudice, by circulation statements. Quite apart from the value of Mr. Denne's contribution as a reply to charges or imputations of this nature, it is mightily interesting as a revelation of the manner in which some agency men plan and set forth an advertising proposal, and as an example of acute reasoning. In some cases, the identity of the mediums referred to is but thinly veiled, which fact adds piquancy to Mr. Denne's article.*

This subject of how an agency plans and shapes an advertising proposal has the distinction of novelty, and Mr. Denne's article will of a certainty be read with keenest interest, if not always with consent, by every publisher before whose attention it comes.

THE problems that confront an Advertising Agency when laying out a campaign are little understood by publishers, and if understood they are not always appreciated. The object of this article is to shed a little light on matters pertaining to the selection of publications for certain campaigns.

It is hoped, also, that this article will shed light on the reasons why some publications are chosen and why some have to be rejected. At the same time it may possibly convince some publishers whose mediums have to be omitted that the advertising agent is not always or even generally guided in his selections by self-interest, or lack of the faculty of judgment.

THREE CLASSES OF CAMPAIGNS.

Campaigns may be divided into three classes:—

(a) Extensive campaigns involving large amounts of money and relating to articles of general national consumption (for example, Five Roses Flour, Salada Tea and Cowan's Cocoa), which have been advertised for years and call for advertising of the nature of general publicity.

(b) Products similar to the above but which have not previously been advertised, the appropriation for a new campaign for such articles being regulated mainly by the object to be accomplished.

(c) A new product possessing little or no distribution and requiring educational work to acquaint the public with its use or brand. A campaign on such an article would probably be territorial in a small section and large space used, or it would be national and would be recognized by the advertiser as being merely a means of assisting in distribution.

By far the great majority of Canadian campaigns are those involving a small appropriation, and as there are a great many in class "C" above, it will be interesting to take one case of this kind in order to show the agency's difficulties.

A PROBLEM AND ITS SOLVING.

A manufacturer recently came to an agency. He has an article that, while being new, "fills a long-felt want." He has aggressive sales agents and an easy channel of distribution, i.e., through retail stores.

The agency was asked for a campaign to cover Canada, and to figure on an expenditure of $3,000, $4,000 and $5,000.

(In parenthesis it may be remarked that there are some products on which $5,000 expenditure would be so inadequate as to be useless; but here was one for which any advertising, however small the amount, would do some good, so that we may leave out of consideration altogether the view that such a small amount to cover Canada was inadequate.)

Following its custom, the first thing the agency did was to determine the force needed to carry the message. In other words, the size of space and the style of advertising necessary. It was felt that 5,000 lines would be the minimum that could be extended over a year. Then the media were selected. This was done, each paper being allotted 5,000 lines.

The immediate market was naturally the first to be considered, and as distribution was only just commencing, the machinery for it could be worked at least effort in the cities. In other words, the agency felt that here was a case for the use of the Metropolitan Daily newspapers, not only having their influence in the large cities, but their overflow circulation preparing the way for distribution in the smaller places.

THE CAMPAIGN PROPOSED.

The following shows the way the agency allotted the appropriations:—

Metropolitan Dailies.	Papers used in expenditure of $5,000	Of $4,000	Of $3,000
Halifax	X	X	X
One Morning	X	X	X
One Evening	X	X	X
St. John	X	X	X
One Morning	X	X	X
One Evening	X	X	X
Montreal	X	X	X
One English Evening	X		
One English Morning	—	X	X
One English Evening	—	X	X
Ottawa	X	X	X
One Paper	X	X	X
Toronto	X	X	X
One Morning	X	X	
One Morning	X	—	X
One Evening	X	X	X
One Week-End	X	X	
London, One Paper	X	X	X
Hamilton, One Paper	X	X	X
Winnipeg, One Paper	X	X	X
Calgary, One Paper	X	X	—
Edmonton, One Paper	X		
Vancouver One Paper	X	X	X
Aggregate rate in all papers	88c	72½c	57½c
Total cost of 5,000 lines in papers on selected list	$4,100.00	$3,625.00	$2,875.00
Supplementary Magazines—			
A—Women's	X	X	X
B—Women's	X		—
C—Farm	X	X	—
	$ 745.92	$ 443.52	$ 241.92
	$5,145.92	$4,068.52	$3,116.92

THE REASONS WHY.

We will now analyze the campaigns as outlined above, in order to show the inductive method employed in selecting the mediums:

HALIFAX: The agency needed one morning paper for the purpose of covering the Province as far as possible, and one evening paper that would have intensive circulation in the city itself. A combination rate was offered by the publications, and it was natural that the largest circulation would be selected, rates being equal.

In ST. JOHN the same treatment was applied.

In MONTREAL the largest and most influential paper was selected on the $5,000 plan. Its rate being very high, it was not possible to include it on the $4,000 plan, but the substitution of one morning and one evening paper in combination was felt to give relative service for the amount of money involved.

In OTTAWA, although there are three excellent papers, the appropriation could include only one of them, and this paper would be used in each of the three plans.

THE TORONTO SITUATION.

The situation in TORONTO was a very interesting one. On the $5,000 plan, two morning papers were selected to cover the province and one evening paper, which also had a good provincial circulation, together with one week-end paper. The selection of papers in this gave approximately 160,038 in the city, and 151,683 outside of the city.

In considering papers for the $4,000 plan, it was not found possible to use all, and one had to be sacrificed. It was decided that this should be one of the morning papers. Of the two already on the list, one had a less circulation throughout the province than the other, and it was felt that this one could be dropped with less sacrifice than the one which covered the province, the reason being that Toronto City would still be fairly well covered by the three remaining papers.

In considering the $3,000 plan, two papers now had to go, and it was decided to drop the week-end paper and one of the morning papers. This time the morning paper that had been dropped on the $4,000 plan came back again on the list, and the other morning paper that had previously been the important one was left off. The reason for this was that in taking away the Toronto week-end paper, it left Toronto's city circulation much weakened, and of the two morning papers the agency considered it safer to have the morning paper which had the largest circulation in the city, thus reversing the situation with which it had been confronted in the $4,000 plan.

WESTERN CITIES.

The remainder of the allotment requires a little explanation. Only one paper could be taken in each of the remaining cities, and in the process of reduction the Western cities between Winnipeg and Vancouver were considered of lesser importance. Edmonton had to drop out on the $4,000 plan, while Calgary remained, but on the $3,000 plan, both of these papers had to go.

It will be seen that after these papers had been taken up, there was a slight remainder of the appropriation for papers of general circulation, namely, the magazine type. The article being one mainly appealing to women, two women's publications were selected. Then, in order to reach as much of the farm population as possible, a leading farm paper was added. These three papers were possible on the $5,000 plan. For the $4,000 plan the second women's paper had to be dropped, although it had the largest circulation but was not considered as good quality circulation; moreover, its cost was very high.

In the $3,000 plan the farm journal gave way to the women's magazine.

Thus it will be seen that an agency may recognize to the fullest extent the value of certain mediums but is compelled to omit them from certain campaigns because of a limited appropriation.

Welcome New Ideas

THE average man—printer, publisher, advertising man, business man—resists new ideas. This is instinctive, but it is not necessarily right.

The man who presents new ideas is generally under suspicion, and the man to whom new ideas are proposed is generally on guard. A prompt welcome to new ideas is accorded only by a man of ideas: his attitude of mind is one of constant enquiry; his attitude toward life is one of constant experiment.

The tendency of the man of no ideas or of sluggish or fearful mind, or of excessive caution, is to combat new ideas, to challenge them, to rend them apart. He resists them in an effort to destroy them, and too often he succeeds in persuading himself that his own conclusions are sound and right. A triumph of this sort is no victory at all; on the other hand, it is apt to be disastrous defeat.

Every great advance made in the tide of human affairs has its source in new ideas, and the great prizes of the world, to nations and to individuals, have gone to those who have been hospitable to new ideas.

One would like to be able to say that the reward for new ideas has gone and goes to their originators and advocates; but history refutes such a conclusion. Often the authors and promoters of new ideas have paid for their daring with their lives, liberty, possessions or fortunes. They have suffered ignominy, estrangements and revilings.

A judicial attitude of mind with respect to new ideas can and should be cultivated, for profit lies therein. There is no need or call to jump at new ideas any more than there is need or call to pre-judge them adversely. The better reception is one of suspended judgment, of hearty willingness to investigate the pros and cons of the suggestion. One of the most successful advertising managers of a newspaper has the habit of saying to those who take new advertising ideas to him: "Sit down. Let's talk it over." His record of brilliant achievements in the conduct of his department is well known on two hemispheres. He himself, so he declares, is not a man of ideas. He even declares that he is not a big man mentally. Taking him at his own valuation of himself, the notable fact is that he has surpassed all competitors in his own field in developing new advertising.

In *your* case—what is your habitual attitude towards new ideas? Be slow to answer. The chances are that you will say you welcome new ideas. But hold! Was there a man in your office yesterday who brought you an idea? And if so, didn't you turn it down? Didn't you fight your man from first to last; and didn't you, because you were the buyer, the solicited one, the man with whom remained the decision, achieve what you called a victory? And to-morrow, when someone takes to you a brand new idea, one calculated, so its advocate believes, to advance your interests—what will you say to that man? Watch yourself. The chances are that you will discover yourself resisting the suggestion with all your might. The chances are that this was, is and will be your mental attitude towards new ideas because in all probability you are an average man. The great majority of us are average men, but thank heaven, the level of the average can always be raised.

Your elevation to a higher plane of thinking and action will raise you individually far above the line of the average, and will at the same time put the average a notch higher.

Turning the Agate Rule into a Salesman

Discovering New Advertising Possibilities — Records and Analysis of Advertising—The Example of the Chicago Tribune

EVERY publisher of an advertising medium should analyze his medium, from both an editorial and an advertising point of view. In this way he will acquire knowledge concerning his publication—of its strength and weaknesses—impossible to obtain in any other way. With this definite and abundant knowledge, the publisher is in a position to set about the correction of things that may be wrong—a lack of balance or proportion in news; the omission of news or departments or features which should be in his medium; and the absence of desirable and pertinent advertising.

A FARM PAPER'S STIMULATION.

The publisher of a weekly farm paper in Canada was led to make an analysis of the advertising columns of his publication. Starting in with the first issue of January, 1915, he began measuring up his own paper and the publications of competitors. The intention in the first place was merely to discover the gross number of lines carried in each paper in each issue. But this purpose developed quickly: it was found to be an easy matter—one requiring only time and a very slight intelligence—to have the advertising in each paper grouped or classified under such headings as:

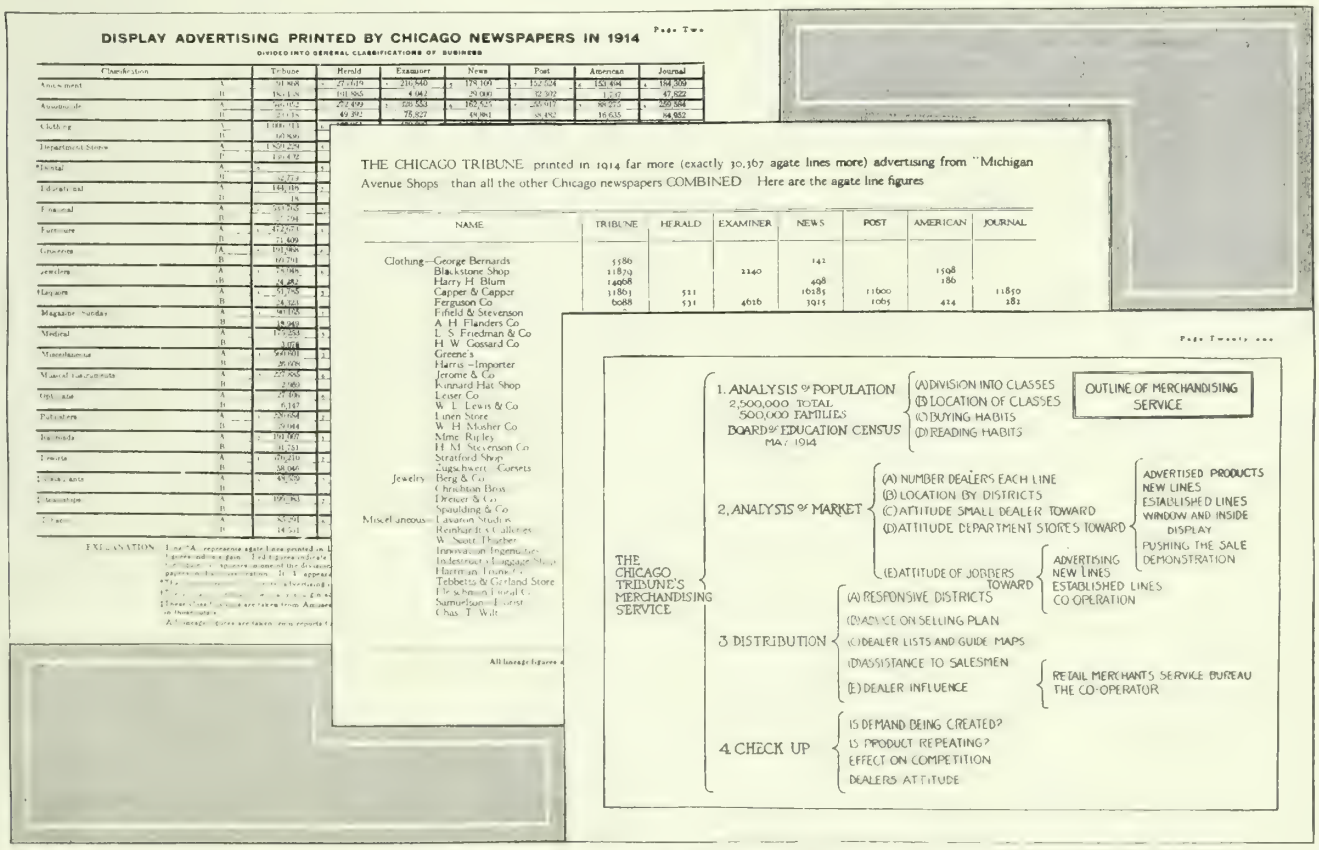
The Home,
Barn, Stable and Dairy,
Field Implements,
Orchard and Soil,
Live Stock and Poultry,
Miscellaneous.

From this there developed a better system of listing advertisers. Also, eyes were opened as never before to detect new advertisers and new advertising possibilities. Better solicitation letters were an inevitable result—letters that are more specific, closer up to the business of those written to. The element of timeliness in the sending out of letters and circulars began to thrust up its head. In half-a-dozen other ways the workings of the advertising department were greatly improved.

The results of this spirit and these operations of analysis swiftly began to make themselves manifest in this farm paper's advertising columns and revenues. "New business and more business" became the slogan of the advertising department, and assuredly it is accomplishing its purpose, for new and more business is finding its way almost every week into this medium.

ANALYSIS PAYS "MELON" DIVIDENDS.

This illustration is suggestive. Every publisher—whether of a daily or a weekly newspaper, or of a class paper or magazine—will find that an investment of time and attention in analyzing the contents of his publication will return him dividends which, in the expressive language of to-day, are described as "melons"—juicy and delectable, round and plump. The labor involved is not excessive, and can be performed by any intelligent, trustworthy youth or maiden. But the work requires to be done regularly and faithfully: it should be made a fixed obligation just as is the filing of correspondence, or the dusting of desks, or the keeping of other records. If this work of analyzing and measuring up a publication be left to the convenience of the one to whom it is entrusted—to be done in his or her leisure minutes, the publisher can be very sure of this: the



Charts taken from the published summary of 1914 advertising of The Chicago *Tribune*—to illustrate its methods of analysis, and its Merchandising Service Chart.

work will *not* be kept up to date; it will accumulate; and in the end, the idea will be abandoned.

THE CHICAGO TRIBUNE'S WAYS.

In this connection the practices and achievements of the Chicago *Tribune* which calls itself "The World's Greatest Newspaper," are worthy of being noted. This newspaper, possibly more than any other in America, possesses the analytical mind and habit. Its record for doing things, for creating advertising, for assisting advertisers desiring to "break into" the Chicago field to go about the matter intelligently and with a minimum of wasted effort and time, is known far and wide. Just what this newspaper is doing is revealed in its summary of achievements for 1914, as these are set forth in a piece of advertising literature issued by the *Tribune's* advertising department.

This newspaper analyzes its advertising according to the following classifications:

Amusement,	Medical,
Automobile,	Miscellaneous,
Clothing,	Musical Instruments,
Department Stores,	Opticians,
Educational,	Publishers,
Financial,	Railroads,
Furniture,	Resorts,
Groceries,	Restaurants,
Jewelers,	Steamships,
Liquors,	Tobacco.

The *Tribune* has carried its analytical mood into realms outside the columns of its own and other Chicago newspapers: it has analyzed or surveyed, for example, the city of Chicago very thoroughly from several angles of enquiry, but chiefly from the standpoint of advertising interest. It has prepared a huge map of Chicago, at a cost, it is said, of $50,000. This map is an "eye-opener" to all who behold it, and is the basis of many a successful merchandising and advertising campaign.

A merchandising service is offered advertisers by this newspaper, a special department existing for this purpose. The nature and extent of this service is indicated by the chart which illustrates this article.

That the aggressiveness and big-thinking and big-doing of the Chicago *Tribune* have repaid it handsomely—very, very handsomely—needs no other evidence than the figures and charts which are contained in the published statement covering the operations of its advertising department for 1914. That a corresponding aggressiveness and thinking and doing on the part of Canadian publishers has paid and will pay them very handsomely surely requires no further demonstration. What is of chief importance is that those who have been drifting along from day to day, without a chart, compass, and pilot—the sport of chance and tide—will do very well for themselves if they become masterful, the guiders and shapers of their own course, with their craft headed towards the Port of Bigger Things.

Portraits of Local People

THE WAR has led many publishers to make a much larger use of half-tone illustrations—chiefly portraits of local men who have gone to the front—than is their usual habit. This is particularly true of the daily newspapers, especially those of the metropolitan class. But many publishers of country weeklies have shown a similar enterprise. To PRINTER AND PUBLISHER has come one weekly newspaper rich in portraits of local soldier boys—The Renfrew *Mercury*. On the front page of a recent issue were grouped the portraits of twenty-five Renfrew "lads", killed, wounded or missing.

Conventions and Conferences

THE great annual convention of the Associated Advertising Clubs of the World, in Chicago, so long prepared for, so eagerly looked forward to, has been translated into history. Like the convention of last year in Toronto, serious business rather than a good time characterized the sessions.

During the currency of the A.A.C.W. Convention, and in the same city, was held the third national exposition of what, for the sake of brevity, may be called The Graphic Arts.

Another June convention was that of the International Circulation Managers' Association, held this year at Murray Bay.

Still another convention to be named is that to be convened this month (July 5-10) at San Francisco—The International Press Conference.

These and other conventions make large and invaluable contributions to the sum of specialized knowledge. They are as points of convergence where meet the views and experiences of real workers and serious thinkers. They collate and make available what otherwise might never be gathered. And they send those who attend them back to their work enriched and enthused.

Sometimes we call the present the convention age and belittle the value of getting together in great assemblies. We look microscopically at the bill of costs and the worth of wasted time. But serious conventions of men of constructive minds, of men who come from tasks that make and keep them burnished and keen as a surgeon's blade, of men who are engaged in herculean tasks of tremendous import—such conventions justify their cost and their waste, for their residuum is a mass of pure gold.

In this issue of PRINTER AND PUBLISHER are several convention reports, all too brief. They are commended to the earnest attention of every reader, not alone for their matter, but also for what they signify—the distilled wisdom and experience of minds and energies produced in the laboratory of strenuous human endeavor.

List of Advertisers in Canada

Publishers of newspapers and other publications of general circulation owe W. A. Lydiatt, the compiler of "Who's Who in Canadian Advertising," a debt of gratitude for the service he has rendered them in the preparation of a list of advertisers in Canada. All told 2,000 names are listed.

This list is contained in very convenient form—a small, thin, hip-pocket, leather-covered book. The information is presented most helpfully. Advertisers are arranged by provinces, and by places; the article or commodity advertised, the mediums used (agricultural, magazine, newspapers, religious papers, bill-boards, painted signs, and street cars); the name of the advertising manager and of the advertising agency (if any) are indicated. The list includes the names of American, British and other foreign advertisers.

A meritorious feature of the publication is the listing of advertised products by their advertised name or brand, together with the name of the advertisers. For example, if one wants to know the name of the firm advertising "Oxo" he turns up in this special index the word "Oxo" and discovers the name and address of the firm selling this product. Another list is of the principal advertising agencies in Canada, United States and Great Britain placing business in Canadian publications.

Advertising managers and solicitors, and publishers who rely chiefly on correspondence to obtain business, will find this little book invaluable.

Creative Salesmanship in the Selling of Printing

Ideas the Great Thing--Surmounting Competition—A World of New Business

SAID an employer-printer to an ideas-man: "My men are not that kind of salesmen," meaning that his men were more successful as straight solicitors than as creators of business: they could get orders from firms with orders to give; but they had small skill or success when they tried to sell ideas.

The average printer's salesman is not very strong on creative selling: he finds it difficult—if he tries at all—to imagine and outline original ideas. Just what is meant will be made clearer by some concrete examples of creative salesmanship.

IDEAS WITH MONEY IN THEM.

A printer's solicitor heard a man give a talk to some Y.M.C.A. boys on "The Story of Flags." When the address was over the printer's man said to the speaker: "Will you write out your 'Story of Flags,' and I'll try to sell it to a firm of flag-makers I know. It ought to make a jolly-fine booklet for them." The speaker readily agreed to do this, seeing a $10 bill in the suggestion if it came to anything.

With the Flag Story in his possession, neatly typed, and with an attractive dummy to demonstrate the manner of proposed treatment, the salesman called on the flag-makers. Artfully and enthusiastically he pointed out the selling-value of a booklet of the kind suggested, and had little difficulty in persuading the manufacturers to give him an order for an edition of 5,000 copies of a booklet to cost about 10 cents each—a very nice order of $500, on which the salesman earned a commission of $75.

He was a creative salesman.

* * *

A retail firm of home-furnishers were issuing every month a four-page sheet, filled to overflowing with illustrations. This they distributed among householders in the territory which they served.

A printer-salesman conceived the idea that this firm should have a good booklet with the title, "Furnishing Your Home on $300." He prepared a dummy, wrote out his story (with the aid of his wife), and took both to the manager of the home-furnishing firm. At first the idea was resisted. Under good canvassing, the resistance yielded perceptibly; finally the manager agreed to give the proposal his serious consideration. A week later, the salesman received an order for 3,000 booklets, in two colors, to cost about $200.

He was a creative salesman.

* * *

"I have an idea for you," said the representative of a printing firm to a life insurance company. "It is that you should give out with your compliments, through your agents, a series of little "talks" of an educative nature on the subject of life insurance—leaflets bearing such titles as:

'Independence at Age 30,'

'The Cash-Worth of a Man,'

'Giving Yourself a Silver-wedding Present,'

'Indulging Your Dearest Hobby,'

'Etc., etc.'"

He backed up his canvass with a specimen leaflet, written by a man able to present life insurance in a popular style, free from technical terms, free from commonplaces. This insurance company is seriously considering this printer-salesman's proposal. If it takes it up, it will mean twelve leaflets—one a month for a year—quantity 25,000 for each—300,000 in all, at a cost of $3.50 per M.; or $1,050 in all.

This man is a creative salesman.

How different from —how much better than—the common variety of solicitation is this method of creative selling. It is non-competitive in character: the buyer cannot obtain elsewhere what is offered. It is a kind of selling that establishes esteem and friendliness, thus giving the creative salesman advantages over competitors. It is dignified, worthy selling for it lifts the salesman out of the ranks of the mere order-takers. It is the highest—and hardest—kind of selling, because it is making business where no business was in sight.

THE RIGHT IDEA IN SELLING.

Always the highest type of salesman will study his selling problem from the viewpoint of the man he wishes to sell to: his wants or needs will be faithfully considered.

This attitude or habit of mind is not difficult to acquire, but it requires constant exercise of the faculty of seeing a matter through the other man's glasses. One must in imagination take the other man's place—be, in short, the other man for the time being. From this new angle of enquiry and interest much new light is shed on the salesman's problem, and as a consequence his canvass takes on added strength and efficiency.

A salesman who keeps ever in the foreground of his canvass his or his firm's interest is putting the cart before the horse—is defeating his own ends. On the other hand, a salesman who seems at all times to have uppermost in his mind the buyer's or customer's welfare makes large progress and achieves much success in his selling endeavor. The salesman should be the ally, not the antagonist of the buyer. Walking with him rather than pushing against him is the better way to secure his favor.

THE STORY OF AN IDEA.

A printer-salesman met, on the train, a retail dry goods merchant in a country village. In the course of conversation the dry goods man spoke of the difficulty he and others in his village had in advertising their businesses: they had no newspaper; they served a wealthy community of limited extent; the tendency of many families and farmers was to go by train or trolley to a large shopping centre fifteen or twenty miles away.

By tactful questions and suggestions, by "painting the picture," this salesman made his retailer seat-companion to believe that the remedy for the conditions complained of was a sort of co-operative newspaper, to be paid for by the twenty-odd retailers of the village.

Subsequently a meeting of the village merchants was called and the printer-salesman was present to outline his idea very fully to all. He had prepared himself with a dummy—a diminutive 16-page newspaper. The title was printed on it. News matter and advertisements, clipped from other papers, were pasted in. Concrete suggestions as to how to obtain local news matter were offered: a local editor and correspondents who would serve gratuitously or for a merely nominal sum were proposed, local pride and personal vanity being chiefly relied on to obtain the desired service. Figures of cost were furnished and the *pro rata* cost to each merchant indicated. The method of distributing this little monthly, and the cost were clearly set forth, and other inevitable details fully dealt with.

The result was that then and there fifteen of the twenty local merchants signed pledges to contribute a total of $150 a month—$1,800 in all. After this, the rest was simple.

There is no need to narrate more fully the story of this

enterprise. The point of it is that the printer-salesman in his conversation with a chance acquaintance saw an opportunity to render a service. He did not try to sell printing; he sought to solve that merchant's problem and the problem of his fellows in that village. Always, from first to last, his seeming purpose was to help those men get more business. Never, at any time, did he put forward his own ends. It was clear to all that if he succeeded in "putting over" his idea and plan, the printing of the proposed newspaper would go to his firm. The service was not sold on a price or competitive basis, but on the sheer merit of the idea.

A WORLD OF NEW BUSINESS.

This example points the moral and adorns the tale. A world of new business for printers lies about their very feet—fine business, profitable business. It is not exactly obvious business, yet it is there sure enough, and will disclose itself on a little intelligent thinking.

Take up your local telephone book. Look at the names of the merchants and manufacturers and others in business in your community. Tackle the matter this way:

"There's Joyce the baker. He makes fancy bread, biscuits and cakes. He ought to have a descriptive price list. I'll take this idea to him.

"There's the Tuberculosis Sanitarium. It seems to be a frost. Doctors don't send their patients there and the public regards it as a sort of morgue. That's all wrong. That institution was opened with a blare of trumpets and with a great fuss of feathers and silk. I'll go to the local society and see if I can stir them into doing something to restore the old enthusiasm. A good booklet, illustrated, is essential, and a series of good letters addressed to doctors and prominent citizens is needed.

"There's Allen, who makes refrigerators which are sold all over Canada. He makes a good article, but nobody in this town seems to own an Allen-made refrigerator. That's all wrong. What's the reason? I don't believe Allen has a decent bit of printed matter describing his refrigerator. All he has is a four-page circular, poorly printed, for the trade. He has nothing written from a consumer point of view. What he needs is a first-class booklet with first-class illustrations, in two colors—a booklet that will tell about the good points of his refrigerator, and why a refrigerator is more an economy than an expense. I must have a talk or two with Allen."

Goodness, friend printer, if you do as PRINTER AND PUBLISHER suggests, that telephone book will set your brain-cells whirring and spinning like a top. Your head will ache because of the inrush of new ideas and of the multitude of suggested possibilities for fine and fat business—which is *your own*—no competitor can steal it from you, or cut under you. *It's all yours.*

Changes in the Vancouver "Saturday Sunset"

THE *Saturday Sunset* of Vancouver, is appearing in a smaller-page form—10¾ inches x 14½ inches. In their announcement of this and other changes, the publishers say:

The chief aim of the newspaper publisher is to find out what the people want.

During the past year there has been a revolution in the publishing business. With the exception of the daily newspapers, there has been found among the reading public a desire for the handier form of periodical such as we are presenting for the first time here with this issue of the *Saturday Sunset.*

During the next few weeks there will be other and greater changes. The *Saturday Sunset* is pre-eminently a Canadian paper, published by Canadians for the Canadian people. By the Canadian people we mean all those people who make their home in this country and have the best interests of Canada and the British Empire at heart, and we aim to give them the sort of paper they want.

Munsey's Latest

FRANK A. MUNSEY, who is an unusual man in many ways, has augmented his reputation on that score by submitting a request to the National Arts Commission inviting suggestions wherein the architectural design of his substantial addition to the 11-story office building he now owns on Pennsylvania avenue might be improved for its own sake and for the general appearance of the famous street. The event was a unique instance of private ownership submitting to public supervision plans for the betterment of property so as to be of benefit to the community as a whole.

Mr. Munsey can be set down as a Ruskinian in building art. Ruskin preached that all sides of a building should be beautiful, and not only the front facade, to be spoiled in general apeparance, as so often happens, by blank side walls. When Mr. Munsey some years ago erected his Washington office building he not only engaged such a celebrated firm as McKim, White & Mead to be the architects of it, but gave orders that the side elevations should be made handsome, though the structure was to stand on inside lots. This was done, with the result that the Munsey building is a delight to see, no matter from what point of the compass viewed. It contributes substantially to the imposing aspect of the locality.

Even so, Mr. Munsey was not pleased. Several years afterward he caused, at a great expense to himself, the front façade to be pulled down to its substantial floor pillars, and a new one of more effective and costly design to be put in its place. In point of effect following, the building is to-day one of the finest business structures to be found anywhere. And in this alteration Mr. Munsey was additionally unusual, for he caused the alterations to be made without in the least inconveniencing the use of the street, broad though it is at this point. This he did by having an elaborate system of scaffolding suspended in front by means of which the façade was removed piece by piece, but instead of being hoisted down into the street by means of derricks the pieces were hoisted to the roof and from there carried to the rear of the building, where they were let down into the alley. In the same way the new façade was put in place. All this involved an expense which might have been saved if Mr. Munsey had proceeded in the ordinary way of builders. The addition is being constructed with similar regard to the public traffic. It takes the place of two saloons and will fill in an ugly notch. Washington so far does not know anything of the design, but will watch the building grow with increasing interest. Certain changes suggested by the arts commission have been adopted, and it is said that they will add all the more to the attractiveness of this portion of the avenue.

At the A.A.C. of W. Convention

PRINTER AND PUBLISHER and the other MacLean publications were well represented at the great Chicago convention.

Besides the President of the company, Col. J. B. MacLean, there were in attendance: H. V. Tyrrell, Acting General Manager; T. B. Costain, Managing Editor; D. B. Gillies, Business Manager of *The Canadian Grocer* and PRINTER AND PUBLISHER, and D. Madigan, Mechanical Superintendent.

The Limitations of "Service to the Advertiser"

The Advertiser and His Rights—The Publisher's Obligations — Co-operation Has Its Bounds — A New Day Dawning

OPINION is much divided on the question of the publisher's obligation to his advertisers. Some have it that all the advertiser buys is white space plus circulation. Others contend that the publisher owes the advertiser co-operation. Some advertisers want free reading notices. Others want special letter-press matter supporting their advertising to appear on the same page. Some advertisers seem to feel that the publisher should call on local retailers to persuade them to stock the advertiser's goods, or to secure window displays.

The fact is that all the advertiser buys is space in the publisher's newspaper at its quoted rates. When the publisher sells this, his obligation ceases. He guarantees no results; and extraneous service, in the form of free reading notices, special articles, or calls on local dealers, if given, should be purely voluntary; it should not form part of a contract.

Self-interest, however, demands that the publisher shall make his medium very attractive and profitable to advertisers. Self-interest requires him to make his paper the very best possible from an editorial and news point of view; to keep his advertising columns free from objectionable advertising; to give his paper and his advertising a good typographical dress; to build up a substantial circulation of good quality; and in all legitmiate ways to make and keep his paper a force in the community where it is published. All this is Service to the advertiser, and is usually indicated in the rate charged for space. But all that the advertiser buys is space; he can stay out of a paper if he thinks that he is not getting all he is entitled to at the rate charged for space; but having agreed to take space, he has no claim on the publisher for excess service.

A clear word on this subject in PRINTER AND PUBLISHER seems called for at this time, for there are many advertisers—and some advertising agencies—asking more from publishers than they are entitled to; and because some publishers have "co-operated" with the advertiser or the agent, or both, out of good-will, or animated by self-interest, to give "Service to the advertiser," there has grown up a belief or feeling that the publisher should "co-operate" in extraordinary ways. What a publisher *elects* to do out of good-will or because of selfish interest, ought not to be construed as representing his *duty*.

A SERVICE DUE ADVERTISERS.

One clear obligation the publisher is under: namely, to supply advertisers, would-be and actual, with the fullest possible information concerning the field which his newspaper serves, and his circulation. Information — facts and particulars—of an ample and dependable sort is the advertiser's right, and the publisher's duty to provide.

Just here it may be said that comparatively few publishers in Canada possess ample and accurate information concerning their field and circulation. They do not know how many retail stores (classified as to character) are in their town or city; they have very scant and imperfect knowledge concerning the purchasing power of the local centre and the rural community surrounding; they do not know what need or demand there is in their community for paint, gasoline engines, victrolas, motor cars, fertilizers and so on. They do not know how many farms are in the territory their paper serves, and their assessed value. They do not know much about the supply or lack of supply in their local stores of certain branded and widely advertised food products, underwear, toilet specialties, clothing, and so on. In short, they are utterly unable, for lack of exact and ample knowledge, to write a factful, revealing, convincing letter to an agent or advertiser, concerning the sale or prospective market in their community for a specified product. Without definite and full knowledge of his field, a publisher is in a poor position to solicit business powerfully.

An advertiser, thinking of or willing to spend money on advertising in a publisher's community, has a right to ask—and get—the facts and information desired. This service the publisher owes him; and to give this service, a publisher should spend both time and money to make a thorough "survey" of his field. All this outlay of time and money will be returned many times over in the course of his dealings with advertisers and agencies. This is sure.

In Canada, especially in the larger centres, and in the case of the stronger papers, publishers are doing much to *deserve* advertising. At the same time there are many rocking-chair publishers and advertising managers who find it too difficult and burdensome to exert themselves in the matter of obtaining and conveying the kind of facts and information advertisers want. Someday necessity may arouse them to the requisite activity.

In this connection the recent action of certain publishers of weekly newspapers in Canada deserves to be noted: over one hundred and twenty-five of these men have combined to employ the services of a trained advertising man to help them survey their individual fields and to carry on a propaganda, based on facts and particulars, to secure more foreign advertising. These publishers have recognized their own obligations, and the advertisers' right to full and abundant knowledge.

THE DAWNING OF A NEW DAY.

Advertising is becoming more scientific all the time. The fruitage of the application of the minds and energies of thousands of big-calibred advertising men in every department of advertising endeavor and expression is being gathered. A business involving the expenditure every year on the continent of North America of three-quarters of a billion dollars is one quite too important to be careless over. Advertisers and their advisers are spending money judiciously—on the findings of profound investigations. Many publishers are meeting advertisers and agencies more than half-way, and to these men the money is going.

In Canada the prosperous publishers of to-day are those who are investing largely of time and thought and energy—not, mark you, of money—in their newspapers. Time, thought and energy are a trinity of commodities at the command of all. Together they out-value mere money. Service to the advertiser, expressed in the newspaper itself, and in the result of a searching survey of the local field—this is the basis of to-day's and to-morrow's successes.

A new day in advertising has dawned—a day of light and truth and service. The old day of unvouched-for, exaggerated circulations, of unclean advertising columns, of no-information, of blind buying, has gone—forever.

Developing the Advertisement-Answering Habit

A "Try Out" of Canadian Dailies—Inferences—Influence of Department Store Advertising — The Newspaper as a Salesman

THE "pulling" power of mediums is a matter of prime interest to both advertisers and publishers. Some publishers—few and far between—will guarantee results—on the "No cure, no pay" principle. An advertiser in Canada of a mail order device says that there are Canadian publishers willing to insert his advertising on a "make-good" contract: they will continue to insert the advertising after one insertion has been paid for, free of charge until the advertiser reports that the results are satisfactory. This looks like a "mug's game," and it is to be hoped, for the honor of Canadian publishing, that instances of this sort are very, very rare.

All this is preliminary to the story of a test of Canadian dailies made by the manufacturer of a widely-advertised food-product. He offered a series of prizes for the solution of a problem—not exactly an easy problem. A condition of the contest was that each competitor should send the lid of the carton containing the specialty. The results in figures, are instructive and interesting. They are:—

City.	No. of Papers Used.		No. of Competitors.
A	5	1st Paper	653
		2nd "	593
		3rd "	138
		4th "	364
		5th "	310
B	2	1st Paper (English)	566
		2nd (French)	532
C	2	1st Paper	174
		2nd "	57
D	3	1st Paper	89
		2nd "	41
		3rd "	35
E	2	1st Paper	232
		2nd "	202
F	2	1st Paper (English)	5
		2nd " (French)	81
G	1		0
H	1		0
I	1		0
J	2	1st Paper	17
		2nd "	13
K	1		12
L	1		9
M	1		8
N	1		6
O	1	1st Paper	6
		2nd "	4
P	1		3
Q	2	1st Paper	9
		2nd "	6
R	1		10
S	1		2
T	2	1st Paper	0
		2nd "	0
U	1		11
V	1		14

Judging by the results of the campaign, the advertiser felt himself forced to the conclusion that the small city dailies were a "frost." Looked into more closely and analytically, the test does not warrant this conclusion. There are many factors to be taken into consideration:

The character of the product.
The character of the people in the respective cities.
The nature of the copy.
The size of space.
Frequency of insertions.
The location of the cities.
The character of the publications used and the territorial extent of their circulations.

Then, too, there is this to consider: the community which is unresponsive to puzzle-competitions may be very responsive to advertising of another character—to the advertising of motor cars, for example.

But the big, broad fact remains that the newspapers in the smaller cities quite failed to deliver their quota of desired replies; and the remarkable thing is that some cities—sizable ones—produced not a single competitor.

THE INFLUENCE OF DEPARTMENT STORE ADVERTISING.

This particular competition proves only one thing clearly, namely: Puzzle-competitions do not appeal to all alike, or to all communities alike. But it proves nothing else. It most certainly does not prove that the newspapers published in the smaller community centres are weak advertising mediums.

One must distinguish between the advertising of action and the advertising of influence. General publicity advertising may be called advertising of influence. Department store advertising and mail order advertising are advertising of action. In big cities, with their department stores and specialty shops, with much transient trade, with high rents, heavy weekly wage bills, expensive up-keep and overhead, the advertising is of the imperative or urgent sort: it is designed to stimulate shoppers to immediate action. Every single day must be made to yield the maximum amount of business.

Of one thing there is no doubt: the advertising of the big department stores in the big cities stimulates the shopping habit. By a prolific offering of bargains, real or spurious, these big stores have caused women and men to *time* their shopping—to *wait* until a desired commodity is offered at a special price. Shoppers in the big cities deliberately postpone their buying until they see advertised the particular thing they are in need of; and on the other hand, much buying is done in *advance* of requirements.

But in smaller centres, with a fairly established population, unaugmented by large daily additions of visiting shoppers, with the shopping district not very far from the remotest home, with less of the feverish spirit which characterizes metropolitan centres, with more even buying habits, with a lesser clamoring for sudden-death shopping on the part of local advertisers, it is natural to expect a lesser degree of promptitude on the part of the community in responding to advertising which calls for instant action. Yet in regard to the INFLUENCE of advertising, and to its power to attract the attention, persuade the mind, and induce purchase, it can very justly be said that the dwellers in the smaller centres are as good to go after by the national advertiser as are the residents of the big centres of population. Indeed, one might contend with many facts and arguments to support him that the individual in a small community is better material from an advertising point of view than the individual who lives in a big urban centre with its distractions and multiplied demands.

Whatever may be the explanation, the fact is that many national advertisers seem to prefer the big city dailies to the papers published in the smaller centres of population.

THE 68 PER CENT. FIELD.

This situation adversely affects the interests of publishers of small city dailies and country weeklies, and it is just as well for them to know this attitude of mind on the part of some advertisers.

Together the publishers of papers in cities and towns under 20,000 serve 68 per cent. of Canada's total population. This leaves less than one-third of the people residing in communities of over 20,000. Advertisers must, therefore, use the press of the under 20,000 communities; but they want visible results if they are to become freer users of the small city dailies and the country weeklies.

Herein is a duty which the publishers of papers in the smaller centres owe themselves: it is to arouse their communities to be more attentive and responsive to the advertising published in their newspapers. This is imperative if these publishers are to secure more national advertising —yes, and more local advertising as well.

"WE WANT ORDERS."

Results—This is the word to conjure with; this is the thing which captivates advertisers. The medium which produces results is the ever-favored medium, and will always remain so.

Many flesh-and-blood solicitors break the hearts of their employers by reporting the number of calls they make rather than the amount of business secured. Many a solicitor seems to feel that he has done his duty when he has made many calls on prospects. "He seems to be a good worker," was the comment made on a solicitor to his employer. "Yes," said the employer, disgustedly, "he works his legs."

Leg-workers are twenty times as common as are the men who bring in orders. And by the same token, there are many leg-workers among newspapers: they have fine circulations; they are eminently respectable and well-dressed; they are delightful conversationalists; they can carry the messages of advertisers to thousands of should-be buyers scattered over a wide territory, BUT THEY DON'T GET ORDERS.

SALESMANSHIP FOR NEWSPAPERS.

It isn't that leg-workers among humans and newspapers can't become good salesmen. What is lacking in them is a sense of their obligations. There is no URGENCY in them, no pressure applied by them to get a signed order.

The cure of this situation is education. Salesmen must be taught to sell—*to get orders*. This applies equally to newspapers: they too must get orders for their advertisers. They must exert the pressure that induces action. They must put temperature into their columns, news and advertising. They must change the attitude of their readers from a contented, inactive complacency into an attitude of responsiveness, of wide-awake interest in advertising. AND THEY MUST GET THEM INTO THE WAY OF ANSWERING ADVERTISEMENTS.

It is conceded that the test of visible results is not always or even commonly fair: newspaper advertising may be very resultful in its work of influence, of preparation for a personal canvass, in its ability to break down an attitude of resistance, in creating a condition of good-will—all of which may be called invisible or intangible results. Even so, many advertisers, rightly or wrongly, demand visible results—enquiries or orders, and if their business is desired, and if it is to be held, visible or concrete results are a *sine qua non*. This being so, publishers are wise in their day and generation when they develop and foster the advertisement-answering habit.

Circular for Printers

ELSEWHERE in this issue of PRINTER AND PUBLISHER is a suggestion of value to job printers. It is the layout and text of a circular which they can reproduce wholus bolus, merely altering the "dummy" signature to their own.

Few job printers are able to write good "copy" for their own circulars—copy-writing is not their business. At the same time, they ought to be very diligent, in their own interests, in an effort to induce their customers and desired customers to make a much larger use of printed matter.

The copy of the proposed circular which PRINTER AND PUBLISHER provides has two main sections. The first is addressed to the recipient of the circular and is concerned with *his* interests; its aim is to interest him and persuade him to use printed matter. The second portion deals with the printer's own message and contains a statement concerning his ability to do a worthy job. Left to himself the printer is prone to talk printing, printing, printing, and to put himself and his business into his circular from beginning to end. Something much better is possible and is provided in the circular suggested.

Every job printer hungry for more work should send out every month a circular of the character of the one provided. In this way he would be showing to all and sundry that he practises what he preaches. And he should aim to have those whom he serves and can serve to send out printed circulars every month.

If a printer can himself write and design good printed advertising literature, so much the better. If he cannot, then he is well advised to secure the services of someone able to contribute this sort of service. This individual is not so scarce as might be thought: he is to be found sometimes in an advertising agency office, willing to render the desired service in his spare home-time. He may be the advertising manager of a local firm. He may be a "free lance" man. But he exists and can be found.

Printers planning to use the suggestion contained in this issue of PRINTER AND PUBLISHER should as a precaution advise the Editor of their intention. In this way they will avoid the not altogether amusing blunder of sending out the identical circular which a local competitor may have already issued.

No One Best Way of Advertising

WHICH blade of a pair of shears does the cutting? Which form of advertising does the selling?

To exalt one form of publicity above all others is to declare oneself an ignorant partisan. For a printer to exaggerate the potency of printed matter, and to slur other forms of advertising is stupidity. For a newspaper representative to magnify the selling power of newspaper advertising and to throw into the discard all other mediums of advertising expression is to declare himself an unsafe guide and a poor counsellor. The fact is that there is no one *best* way of advertising. Nor can the different forms or expressions of advertising be given rank or precedence; what may be best in one instance may be very far from being best in another case. Very often—generally, indeed—the soundest solution of a selling problem calls for a combination—a dove-tailing—of various forms of publicity—press advertising, a variety of printed things, personal letters, merchandising schemes, posters, and so on.

THE EDITORS' VIEWPOINT

Take a Holiday

IN mental, moral and physical realms there is a law of gravity—a force which drags downward—a subtracting tendency which needs to be resisted. Man left to himself deteriorates. Man confined, voluntarily or otherwise, to a never-changed environment slips backward from ideals. Slovenliness in dress, bad manners, mental dullness, moral atrophy—these are the probable results from narrow living.

You need a holiday, printer-man and publisher. You need the shock, stimulus and compulsion of fresh experiences. You need the larger vision, the broadened knowledge and the deepened sympathy that come from contact with the lives and worlds of others. Get what you need—by a vacation, by a journey away from home, by a plunge into a current that flows more swiftly than the sluggish stream of your wonted life.

It matters little where you go or what you do, so long as you are re-created, enlarged, revivified. Some of you should go to the big cities of this continent; some of you to the wilderness. Some of you ought to go Westward to Vancouver and San Francisco; and some of you to Nova Scotia, New England and New York. The cost? You will recover it before a twelve-month passes, from the accession of new energy and from the acquisition of new ideas.

Take a holiday. You owe it to yourself, your family and your community to become a better man.

Agents for Advertisers

THE J. J. Gibbons Agency advertise themselves as "Agents for Advertisers." There is no question about it, no agency in Canada has made greater efforts to promote the interests of its clients. This is as it should be. The modern agency is performing a splendid service for the advertiser and advertising, but most, if not all of them look to the newspapers for their remuneration. There is, it is true, an increasing number of thoughtful men in the advertising world asking the question: Should the agency not be paid by the advertiser rather than by the publisher? Many agencies, particularly in the United States, while taking all the commission they can get from the publishers, rebate it to the advertiser and collect their pay from the latter.

Problems of Newspaper-making

FRANK A. MUNSEY'S New York newspaper, *The Press*, is publishing the Sunday edition without the familiar magazine sections. This is a radical departure from the usual, but one counts on Mr. Munsey to do the bold and the unusual—and to succeed.

This all-news Sunday newspaper has been given a prompt welcome by both the public and advertisers. Four new fast Sextuple Hoe Presses are being installed to print it; and in the matter of advertising, more is offered than can be accommodated. The paper sells for one cent.

The problem of The Sunday newspaper, and of the weekday newspaper as well, raises many questions, one of which is—Does the public want a straight newspaper, or does it want a combination of news and magazine features? Another question is: Does the public want its newspapers to multiply or reduce the number of its pages?

Life is being lived at a very rapid rate in the larger centres of population, and the demands on an individual's time are becoming ever greater. This circumstance seems to call for smaller newspapers. Many-page, many-feature newspapers substract from the amount of time and attention which can be given to the advertising columns, and from this angle of enquiry, their value as advertising mediums can be challenged.

Times and customs in their relation to newspaper-making are ever in a state of flux.

Planning Ahead

JULY and August are good months in which to plan for the autumn activities, though they are not often used for this purpose. Generally they are months of suspended energy, of semi-languor, due partly to mid-summer heat, and partly to a habit of mind. July and August will be more tolerable and less enervating if they be employed for the planning and doing and accomplishments of September, October, November and December.

Take a large sheet of paper—common manilla wrapping paper; rule it to make columns for each of these four months; set down in the column for each month just what this month should yield, or what belongs to it in the way of duties and opportunities. Fill in the name of individuals or firms that should or can contribute to your revenues. Leave room for the new thoughts and inspirations that will surely come.

With such a summarizing and analysis of the months ahead, and with such a visualizing of your business obligations and prospects, you will discover springing up in you a great ardor—a keenness to be "at it." This survey of the near-future will stimulate and prepare you in a surprising way for your autumn business. You will find a positive joy in facing what lies ahead.

Try this—it is good, practical advice. Then memorize this bit of wisdom:

Thinking ahead, and
Planning ahead
Puts you ahead and
Keeps you ahead.

The Importance of the Mailing List

CIRCULARIZING, as it is called, is exceedingly common, but not always, alas! is it well done.

The failures are of two main kinds: (1) The inefficiency or feebleness of the circular or letter sent; and (2) a deficient mailing list.

The mailing list is really the more important of the two: a weak message, if it reaches the right man, is more likely to be resultful than a good message sent to the wrong man, or a good message which fails to reach the right man. A good mailing list is, therefore, of prime importance; and a

good mailing list, in the great majority of advertising departments, is not found.

A good mailing list must be a thoroughly sifted list—containing no names of individuals or firms from whom no business can reasonably be expected. If it is desired to retain the names of these improbable buyers, they ought to be grouped by themselves and only very occasionally used. A good list will be made up of very hopeful prospects, and will contain the name of the right individual (correct initials, spelling and position) to receive the communication. To get to this right man is all important.

Many a big printing office—and very, very many small printing offices—have mailing lists of which they are ashamed—lists so meagre, so old, so unrevised, so deficient, that they are a dreaded accuser. Every use or examination of this list is like the visit of a creditor to whom heavy or belated payments are due. Many publishers have no mailing list at all and, therefore, have no policy or system of direct appeal. Theirs is a heavy loss, if they only knew it.

Lists should be classified. This enables the sender of letters or printed matter to do more intelligent work, to give more pertinency to letters and circulars, and to circularize seasonably.

Always there should be something in His Majesty's mails—a silent salesman, letter or circular—working for you while you are sleeping. You will get returns to wipe out the money-cost of printing and postage if you have a good mailing list, and are sending out good letters or circulars.

If you haven't a good mailing list, begin one. Keep adding to it. Keep it alive. Keep it used. If you have a list see to it that it is brought up to date, and that it contains the particulars necessary for bull's-eye marksmanship.

Advertise in other ways, but always try to get as close as possible to individual customers or patrons—by personal calls if this be possible; and by personal communications as frequently as your judgment instructs you to send something.

It all pays—this is the big and joyful fact.

Somebody Must Pay—Probably the Poor Publisher

PARTISAN newspapers and some others have been making merry over the story of the negotiations for the purchase of the site of the old Carslake Hotel property in Montreal for a postal station. They smell gullibility, graft and incompetence in the record of the valuations and expropriation proceedings. Certainly the figures of the story are provocative of suspicion, quip and jest.

The Government cast Naboth-vineyard eyes on this site in the tail-end months of 1913—less than two years ago. In 1898 the property was transferred to satisfy a mortgage debt of $27,000. In 1909, it was re-sold for $75,000. A year later, an option to purchase at $90,000 was given. And in 1913, when the Government loomed up as a possible and probable purchaser, the $90,000 seemed a bauble price, and figures ranging from $284,000 to $403,000 were declared to be just and right. In the end, a valuation of $325,000 was accepted by the Department of Public Works, and negotiations looking forward to the acquirement of the property at this price were entered into.

Behind this little story can be seen a reason for the recent attempt made during Mr. Pelletier's regime to raise the rates of postage on second-class matter. Here let it be re-said, and very emphatically, that newspaper publishers are ready and willing to pay a just amount for postage, but they object very earnestly to be called upon to pay increases to restore losses incurred through unwarranted and lavish expenditures for postal station sites and other things.

Governments are generally supposed to be "easy marks." In the great majority of instances where frolicsome extravagance depletes the public treasury, the people at large pay. But in the case of the operations of the Postal Department, the publisher is called upon to pay. He is "the goat."

The publisher pays for the grafting, inefficiency and high salaries of political appointees. He pays in higher rates for the carrying of his publication to subscribers. "Deficits in the operations of the Department" is too often a euphemism, a glossing over of something dirty underneath. There is no question as to the realty or the amount of the Department's shortage—in this case, figures may not lie. But there are questions—constant, insistent questions—clamoring for answer: Is the deficit necessary? Is Peter being robbed to pay Paul? Is the Department at liberty to fatten the purses of its "friends" at the expense of the publishers of Canada?

The insiders answer these questions in the affirmative—and say blandly to the protesting publishers—"We're here. You're there. What are you going to do about it?"

Well, for one thing, the publishers must keep up their demands for a revision of the Postal Act, must keep heads and sub-heads shorn of plenipotentiary powers, and must unite to have removed from his post an opinionated and obtuse deputy.

Worth-whileness of Rural Community Field

WITHOUT saying a word to disparage the value of daily newspapers—for to do so would be fatuous—it is to be pointed out that life in rural communities is lived more leisurely than in urban centres; that the weekly newspaper, because of its strictly local character, is read with a greater intensity of interest than is a metropolitan daily; and that the local weekly newspaper lives longer in the hands of its readers than does the average daily newspaper. That is, the subtracting influence of much foreign news, or news relating to persons, events, incidents and happenings remote from the reader's interest or concern; and the subtracting influence of the busyness of city dwellers, are absent when the weekly newspaper is being read. Intensity of interest in ALL the contents of the local newspaper, together with ample time to read all the paper contains, makes the weekly newspaper an ideal medium for the general advertiser.

If in combination it costs more to use weekly newspapers than to use dailies, more is received for money spent. Always cost and what is received should be considered together. To shy at cost without investigating what is to be given in exchange is not reasonable or defensible. Frequently—indeed, generally—where the cost is high, the worth of the thing bearing the higher price is greater; one usually gets value for money.

THE RECENTLY formed Retail Merchants' Association of Fort William, has followed the good example of Edmonton Ad Club and other organizations by putting into use a neatly framed card to be placed in the offices of members advising canvassers that they must get their proposition O.K.'d by the Committee of the R.M.A. before they can discuss business. This plan has a tendency to discourage the fake solicitor for advertising in hotel registers, telephone directories, blotter advertising, "who's who" and other schemes of more or less merit. At the same time it gives excellent and very acceptable protection to canvassers who are themselves honest and who have a proposition that can stand the searchlight.

Coated Paper—Mother of the Modern Magazine

How Coated Paper is Made—The Coating Materials—The Coloration of Coated Papers—Dull Finish and Super-lustre—Testing Quality—The Part That Chemistry Plays in the Attainment of Perfect Printing Results

A GOOD many printers and buyers of printing would find themselves put to the blush if their knowledge of coated paper were probed. If they were required to submit answers to such questions as—

What is coated paper?
How does it differ from super-calendered paper?
How is coated paper made?
What constitutes excellence in coated paper?
What are the tests to apply to ascertain quality in coated paper?
How is lustreless coated paper made?

and a dozen other questions of like sort, there would be some frantic head-scratching, and in the end a sorry exhibition—if not confession—of ignorance.

Once a boy was asked if he knew the Ten Commandments, and, replying in the affirmative, he was asked to recite them.

"Oh!" he hastened to explain, "I mean I know them when I see them." This is the extent of the knowledge many of us have with respect to coated paper—we know it when we see it.

To correct his own ignorance and to pass on to others his newly-gained knowledge, a representative of PRINTER AND PUBLISHER visited a coated-paper factory, saw the processes of manufacture, and quizzed without mercy a member of the firm and the factory superintendent. What follows is based on this visit and its gleanings.

THE BODY PAPER.

The coating of paper and the manufacture of paper are two separate industries. Many coaters of paper do not manufacture the paper they coat, but buy it from a paper mill. The coating of paper is the addition of a mineral substance applied in a wet state to the surface of a foundation stock. The paper so treated, after being dried, is "ironed" to produce a smooth surface.

The foundation or body paper may be almost any smooth paper, from common news to the highest grades of wood-fibre or esparto stock. Obviously, the better the body the better the coated paper made therefrom.

When a high-grade coated paper is required, a good body stock is essential, not only for weight and strength, but also for evenness of thickness, and freedom from specks and blemishes. There are other technical considerations (absorbency, stretching tendencies, etc.), which do not need to be dwelt on here and now.

THICKNESS OF PAPER AND COATING.

The body paper must be of uniform thickness, and the coating has to be applied uniformly. Otherwise inequalities of thickness will occur, and this may spell disaster in the printing of very fine engravings—particularly in those cases where the acme of perfection in printing is aimed at.

Here let it be stated that the chief function of coated or "surfaced" paper is to provide a superior printing surface which will take impressions of engravings and type with a maximum of clearness of detail and definition. Therefore any unevenness of contact of metal-surface to paper-surface, the result of paper of uneven thickness or faulty make-ready, will affect adversely the quality of the impression.

Here's the way a rhapsodist writer puts it—"Coated paper made the Half-Tone possible. The Half-Tone made possible the Modern Magazine, Modern illustrating, Color printing, the reproduction of photographs, Modern advertising. The Half-Tone is a tremendous force—educational and industrial. Before coated paper was produced, the crude, hopelessly limited, commercial wood cut was the reproducing medium which magazines had to use. Now see what marvels of reproduction are possible!"

Printing Quality of Coated Paper

TO illustrate the value of coated paper for the printing of fine engravings, PRINTER AND PUBLISHER *provides the accompany 4-page insert, printed by The Southam Press Toronto. Attention is particularly directed to the sharpness of definitions and to the clarity of the reproductions made possible by the use of a "surfaced" paper of superior quality.*

An example of the results obtained when a dull-finish coated paper is used is furnished by the reproduction of pages in Heintzman & Co.'s Piano Catalogue, of which Moore Bros., Toronto, were the printers.

PRINTER AND PUBLISHER *has pleasure in being able to illustrate "The Story of Coated Paper," with these very attractive and interpretive inserts, and acknowledges its indebtedness to the printing firms named, for their courtesy in supplying them.*

Thanks be to this imaginative writer. He opens up long avenues of thought and study.

Just as paper may have a variable thickness, the result of faulty manufacture, so the coating may be applied unevenly as a consequence of an imperfectly-mixed enamel, or of an uneven distribution of the enamel on the body-stock.

THE ENAMEL OR COATING.

The coating substance is a compound of a mineral ingredient, size, and water. To this fluid mixture is added a color—pigment, dye-stuff or lake—when a tinted coating is desired. The coating is applied to one side of the body paper at a time. In the case of lithographic, engravers' proof and label papers, only one side is coated.

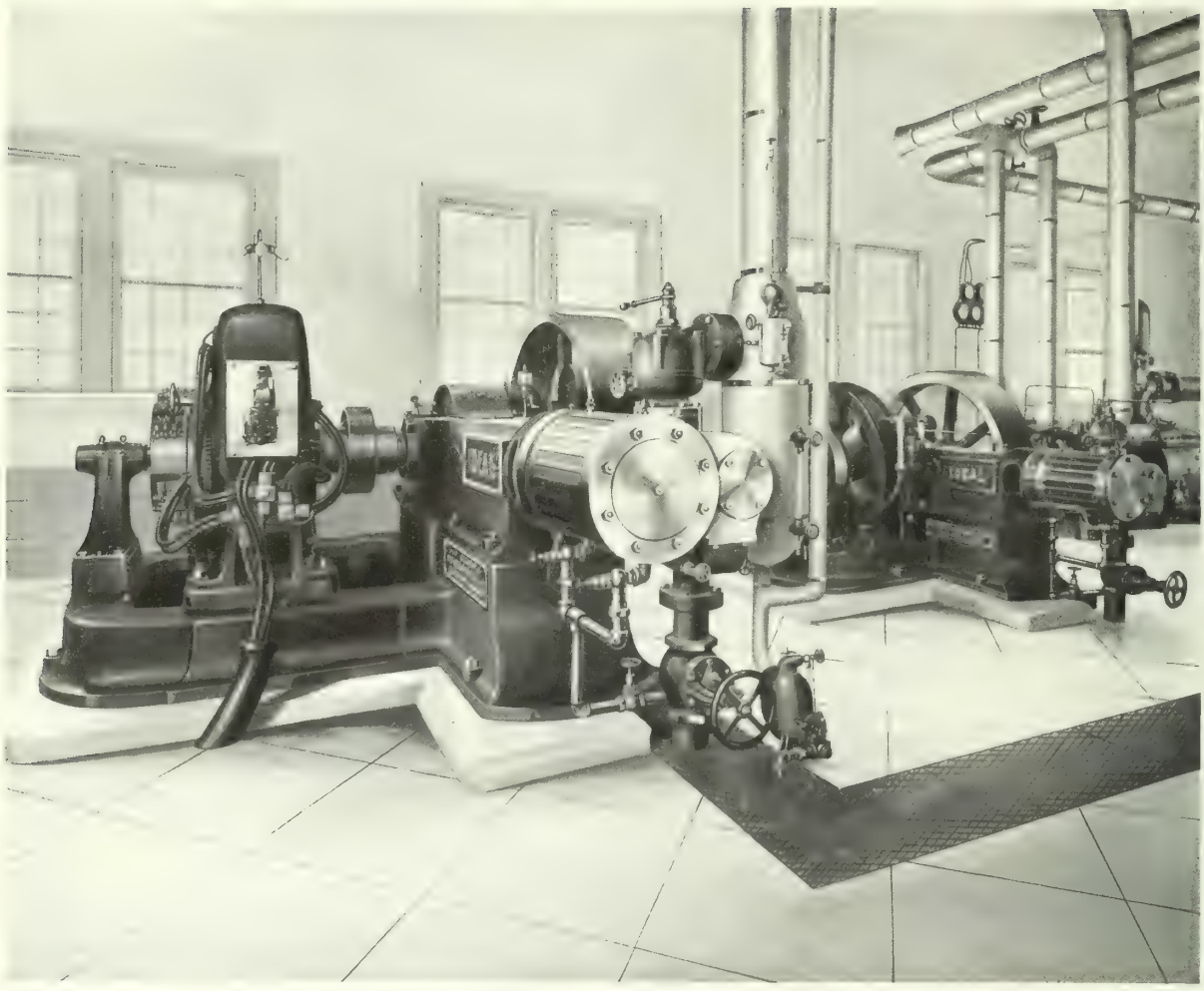
A trough in front of an immense drum or cylinder machine contains the liquid coating. In the trough are felt-covered rollers between which the paper runs. The lower roller dips into the coating fluid and transfers it on to the surface of the paper.

As the paper leaves the trough it travels over the big drum, 3 or 4 feet in diameter. Across the drum, running transversely, is a series of several fibre brushes, some of which are rigid, and some having a "jigging" movement. The function of these brushes is to give an even distribution to the wet coating and to reduce it to comparative

(Continued on page 41.)



Miniature reproduction of a Hanger produced by Southam Press, Limited, for the Canada Cloak Company. Printed in four colors.



Square-cut halftone without border, considered by many just as effective and more easily handled than the vignetted halftones so much used in illustrating machinery.

Illustration kindly loaned through
the courtesy of
THE GOLDIE & McCULLOCH CO.
Galt, Ont



Duotype Engraving by Brigden's Limited



An illustration from the "Direct from the Goods" catalogue produced by Southam Press, Limited, for the Monarch Knitting Company. The illustrations are interesting from the fact that some forty models were used for the various groupings. The plates are what are called "Turned Screen." Four negatives of equal value are made, one of which is manipulated for yellow, one for red, one for blue and one for black. The work requires a great deal of care and expert workmanship.

smoothness. The first brush is coarse, the second slightly finer, and so on, the last brush having fine and soft bristles, the object of which is to ensure the removal of brush marks from the finished surface.

From this point the paper with its moist coated surface goes a-traveling, in deep festoons; being carried by machinery the length of the drying room and back again. This double journey, in a temperature of 100 degrees, occupies about 35 minutes.

Then the paper, if both sides are to be coated, is treated the same way in regard to the side as yet uncoated. When the coating process is completed, the paper is rolled up and transferred to other machines which "iron" or smooth or "finish" it.

SUPER-CALENDERING COATED PAPER.

The coated surface, before it is super-calendered, is dull and rough. After it has passed through the "ironing" process, it is smooth and polished, prepared for the printer.

This super-calendering process consists in passing the paper between a pair of rollers, one of chilled steel with a burnished surface, the other a cotton roller, whose function is to prevent the paper from becoming too hard. If the paper were passed between two chilled steel rollers it would be squeezed or ironed to a thinness and hardness not at all to be desired, and the substances of the body paper would be forced through the coating, thus undoing much of the work and defeating the maker's ideals.

THE CONSTITUENTS OF THE COATING.

As already stated, the coating is made up of a mineral base, size, and water. The water is just common everyday H_2O; the size may be glue or casein; the mineral base is kaolin or China clay, *blanc fixe*, or satin white.

The size is included as an adhesive. In Canada casein, a milk product, is used as a general thing. In Great Britain glue seems to be favored. Quality in the size is important and contributes its part to the finished whole.

China clay should be pure white in color (indicating freedom from iron) and be of a soft, velvety feel (indicating freedom from grit). Right here it will be seen there lies a contributory factor of quality in the finished article.

Kaolin is the cheapest surfacing material and is used mainly in the lower grades of coated paper. The better qualities give a good printing surface, but a poor degree of finish and low color as compared with *blanc fixe* and satin white.

Blanc fixe is also known as permanent white, pearl white, fast white, etc. As its name suggests, it requires to be quite white in color. As a coating material, *blanc fixe* gives excellent color, but will take little finish. It is used where a heavy coating of good bright shade and dull finish is required. Dull-finished coated papers are coming more into favor all the time, partly due to the supposed injurious effects on the eyesight of printing on a bright surface.

Satin white gives a good color and great covering power, and is used where a high finish is required. Special high finish is obtained by brushing.

COLORED OR TINTED COATED PAPER.

Where a colored or tinted surface is desired, the coloring substances are added to the coating fluid in the trough. The chemical nature of the colors used is important since this has a distinct bearing on results. The chemical constituents, affinities and repulsions of clay, *blanc fixe*, and satin white; of the inorganic pigments and the artificial coloring matter used in the colors proper; and of the printing inks used, play an important part in the securing of a printed job which will please everybody concerned—paper-maker, engraver, printer and final customer. When poor printing results are obtained, and a searching enquiry is made into the reasons why, there is apt to be a lot of vindicative stone-throwing: the printer blames the ink; the ink-manufacturer, the paper; the engraver, the paper and the ink; and the customer in despair comes to the old and highly authorized conclusion that all men are liars. In a job of the highest importance, paper, ink and engraving possibilities are all tested beforehand, and in cases where this is done the results are likely to be beyond criticism.

THE TESTING OF COATED PAPER.

It takes experts to pass intelligent judgment on the quality or grades of coated paper—just as it does in regard to most other things. Here is the way one man soundly educated in the making of coated papers tests this class of paper:

1. He holds the sheet up to the light—this to discover the presence of specks or flaws and evenness of color. If the paper has a "patchy" or "pebbly" appearance with respect to its transparency, it indicates either a poor body stock, or an uneven distribution of color.
2. He tests the paper for size—this by moistening the ball of his finger. A good coated paper will not lift too much when this test is applied. There is a slight and swift adherence of the paper to the moistened finger, and there should be a quick breaking away. If there is any "pull" or tendency to cling, the inference is that the sizing is not up to the best standards.
3. He feels the sheet—it should not be too brittle. It should not have a "tinny rattle." It should have a nice mellow feel.

These tests can be applied with sureness only by an expert, but they suggest to others how they too can become connoisseurs of coated paper.

SPECIALTIES IN COATED PAPER.

Already something has been said about dull-finished, or matt, or "chromo" coated papers—described by various proprietary or semi-proprietary names by different makers. *Blanc fixe* is used in the manufacture of this variety of coated stock. The factor of gloss or lustre is eliminated in the coating fluid before it is applied to the body stock; that is, this dulling of the surface is not achieved by some subsequent process. The paper, after being coated, is treated exactly as papers which are to bear a glossy surface.

By way of extreme contrast with lustreless papers is the coated paper of excessive lustre. This super-finish is secured by an extra mechanical brushing treatment, with the use of French chalk, which is distributed over the surface of the paper during the brushing processes, the surplus being removed by a fan situated over the machine.

THE LAST PHASE.

After the coated paper has been finally prepared and wound in great rolls, it is delivered to another department where it is unwound, cut into the ordinary stock sizes, put into reams, and wrapped all ready for shipment.

Just here is a good place to remark that the best printing results come from a paper that has been allowed to mellow or mature. A paper used only a few hours or days after it has been coated may not yield the best results of which it is capable, and an injustice may be done a manufacturer of coated paper by using his product before it has had a right chance to attain its best condition.

The Great Chicago Convention of the A.A.C.W.

The Best in the History of the Associated Clubs—Financing the Association—The Keynote of the Convention—Canada's Part — The Rural Community Field and the Small Retailer

THE attendance at the Chicago Convention of the Associated Advertising Clubs of the World was the largest in the history of this organization, but Chicago will not rest its claim as the greatest convention held on that score alone. The work done in many respects was sufficient to establish the claim.

According to Secretary Elorea the work done at the Conventions of the last five years can be summed up in the following entries:

Boston, 1911—Adoption of "Truth" Emblem.

Dallas, 1912—Inauguration of Vigilance Work.

Baltimore, 1913—Adoption of "Business Creed."

Toronto, 1914—Foundation of Departmental Interests.

Summed up in a similar way the work done at Chicago would be given as:

Chicago, 1915—Adoption of Plan of Financial Support,

President William Woodhead of San Francisco, Cal., proposed an eminently practical and successful method for the financing of the Association. Under the provision of the new scheme anyone interested in advertising or the principle for which the organization stands may become a sustaining member by subscribing annually for three years to the Club Treasury. So enthusiastic was the delegates' reception of the plan that a working fund of more than $8,000 was voluntarily supplied before the President brought the voluntary offers to a close. The consequence is that the Association is now in a good position financially, and can proceed with the ambitious plans for development which have been adopted.

KEYNOTE OF THE CONVENTION.

In point of actual performance this proved to be the feature of the Convention. To the individual delegate, however, the outstanding feature of the Convention was the underlying keynote found in all discussions, in all papers and in the conversation heard on every side. This keynote could perhaps be best summed up in the words, "The increased responsibility of advertising." The feeling was reflected on all hands that the advertising man is assuming a broader responsibility. In the case of the publisher of newspaper or magazine the responsibility is twofold. The publisher is not only responsible to his readers for the class of advertising which he permits to appear in his columns, but he is also to some extent responsible to the advertisers for the reception which the advertising secures at the hands of his readers. There was a strong feeling that the publisher must do all in his power to assure results for the advertiser, and the feeling was that this service should be given by improving the class of readers as well as increasing the number of them and by teaching them, so far as lies in the power of the publisher, to read advertisements.

If the readers of any newspaper or periodical gain the impression that what appears in that publication, whether in the reading columns or the advertising section, is true and entirely reliable in every sense, then the advertiser is absolutely assured of the maximum results.

In other respects a tendency was shown to get down to "brass tacks." An earnest desire was manifest to get away from methods of forcing circulation which have proven unsatisfactory and unprofitable. The desirability of thorough enforcement of the "Truth" emblem was unanimously upheld.

CANADA AT THE CONVENTION.

Toronto sent a representative delegation of about 40. The party left Toronto on Saturday arriving in Chicago on Monday morning in time for the opening services in the various City Churches. Montreal also sent a good sized



THREE THOUSAND DELEGATES OF THE ASSOCIATED ADVERTISING

delegation, and quite a number of Edmonton men were in attendance. In addition there were individual delegates from many parts of Canada.

In view of conditions arising out of the War the attendance from Canada was very pleasing to the Officers of the Association.

The opening session of the Convention proper was held on Monday morning in the Auditorium Theatre. Shortly after the opening hour the Theatre was filled to the door. Although there was considerable of the old spirit of rivalry amongst the various delegations, resulting in frequent punctuation of the proceedings with songs and cheering, the whole trend of the meeting was undoubtedly towards a thoroughly businesslike attention to proceedings. President Woodhead presided and the usual addresses of welcome were given by Mayor Thompson of Chicago and Lieut.-Gov. O'Hara of Illinois. In passing it might be remarked that any reference to the Canadian or British delegates was received with loud cheering and applause from the whole convention, evidencing a most friendly feeling. When the Canadian delegation marched into the theatre behind a standard bearer with the Union Jack, the band struck up "God Save the King" and the big audience rose to its feet.

SURVEY OF THE CONVENTION PROCEEDINGS.

It is not intended to give a detailed report of the proceedings in the general sessions. The adoption of the plan for financial support referred to above was the outstanding feature of the business sessions. The reports of the various officers showed that the year passed had been an active one, and that much work had been done by the Educational and Vigilance Committees.

Stirring addresses on the advantages of clean advertising were delivered at the afternoon session by Bishop Warren A. Chandler, Chancellor of Emory University, Atlanta, Georgia and Dr. Charles Van Hist, President of the University of Wisconsin.

In dealing with his subject, "Christianity," Bishop Chandler traced the result which has inevitably followed from truth in business dealings and applied it to advertising. "It is not accidental," he said "that the steam engine, the steamship, the telegraph, the telephone appeared first in Christian lands. It is no more strange than that the savage tribes of equatorial Africa, clad in skins and feeding upon nuts and roots, have no patent office; it is no more remarkable than that cannibals have no packing houses and know nothing of cold storage."

The Bishop raised his hand and with a smile stilled the laughter, "Christianity," he cried, "makes commercial life wholesome by purging it of commercialism."

Tuesday and Wednesday were given over largely to the departmental sessions. It was here that a marked advance was shown. At most of the sessions fewer addresses were listed, but the papers heard and discussed were full of practical suggestions as well as inspiration.

THE RURAL COMMUNITY FIELD.

A notable meeting was the Tuesday morning session of the Agricultural Publishers Association department. This was an open meeting for the small town dealer, publishers of small town papers, and National advertisers, as well as the reperentatives of the farm press.

The question under consideration was the relation of the farm trade to the small town dealer and the relation of both to the farm paper. The importance of the small town dealer to the town, and the service which he rendered to the farmer, were brought out in strong form by a number of dealers in attendance.

Objection was taken to the farm papers selling space to the mail-order advertisers who used their space to discredit the local dealers and to make claims to sell goods at sweeping reductions from the prices of the local merchants. This charge was met, however, by other speakers from the Farm press section who contended that no reputable farm papers permit such use to be made of their advertising columns, and who contended further that the mail order house had a legitimate proposition to make to the farmer, and that he was entitled to an opportunity of presenting that proposition to the readers of the Farm papers. The effect of the discussion was to bring out the need for a more intelligent co-operation between Farm papers, small town merchants, and the farmer himself.

THE NEWSPAPER CONFERENCE.

One of the most interesting sessions of the whole con-



CLUBS OF THE WORLD HELD AT CHICAGO, JUNE 21-24, 1915.

vention was the morning session on Wednesday of the Newspaper Conference.

George M. Brown, President of the General Roofing Manufacturing Co., gave a talk on "What newspaper advertising has done for my business."

Mr. Brown was most frank in his avowal of results from newspaper advertising. He stated, however, that the experience of his company had been that only one class of newspaper could get results for them. The paper which endeavored to build up the interests of the community which it served, and not to attack and pull down, the paper which kept a high tone, which aimed at quality as well as quantity circulation, was the only paper which brought them results.

"How a newspaper can sell more space to the local advertisers," was the title of a talk by W. R. Hotchkin and contained a wealth of valuable suggestions for interesting the smaller merchant and business man in newspaper advertising.

ADVERTISING RELIGION.

"How to get Church advertising," was a paper given by William T. Ellis, of the Philadelphia *North American*.

Mr. Ellis has made a great success of his efforts to secure advertising from the Churches, and very frankly gave the meeting the benefit of his experience. Briefly he had found it profitable to approach the laymen of the Churches on a distinctly business basis. No offers were made of free space, but a regular rate was quoted and arrangements made in advance for payment by the laymen. He had found it advisable to enlist the support of the Church people by making his paper acceptable to these. Not only was it necessary to maintain a high tone, but adequate space was given to the covering of matters of interest to Church people.

THE PUBLISHER'S OWN ADVERTISING.

A strong address was given by Walter G. Bryan on "How to make your readers read your advertising columns." Mr. Bryan very frankly contended that the belief of some newspaper publishers was almost purely theoretical, inasmuch as they did not take advantage of the benefit of advertising themselves. His contention was that the publishers of newspapers had within their grasp a mighty power which could be used to increase their own business. Not only was it necessary to advertise advertising through their own organization, but every effort should be made to induce readers to read advertising. He pointed out how a newspaper would proceed to carry out a movement or a propaganda for a certain object. The whole resources of the paper, its special writers, its art department—all would be enlisted in the service. If a newspaper of standing seriously took up any problem, it could in time accomplish its purpose. If the same effort were brought to bear on the problem of interesting readers in advertising, and the benefit to be secured from reading advertising, the result would be great, not only to the paper, but to the advertisers themselves.

Annual Meeting of C.P.A. to Convene in Skyscraper

THE fifty-seventh annual meeting of the Canadian Press Association will be held at Toronto, September 2 and 3. A novel, and at the same time very excellent, place of meeting has been secured, being the assembly hall and adjoining rooms of the Toronto Board of Trade, located on the nineteenth floor of the Royal Bank Building, corner of King and Yonge streets. Members of the Association who follow the journalistic profession in the villages and towns of the Dominion and who have a desire for a taste of the busy life of a great city should certainly get an experience by wending their way to this year's annual meeting, for the Royal Bank Building is the tallest office building in the British Empire, and the corner on which it is located is probably the busiest in Toronto. From the nineteenth floor a splendid view is obtained of the entire city and out over the lake, Niagara, Grimsby and Hamilton being easily visible.

The dates set, September 2 and 3, should prove a strong attraction, as September 4 has been announced as Press Day at Canadian National Exhibition, and members of the C.P.A. will be able to combine two important events in one trip, which is quite a consideration to those who have to travel a long distance.

Dr. Talcott Williams, dean of the School of Journalism, Columbia University, New York City, has accepted the Association's invitation to address the meeting. Dean Williams will speak at the general session of the Association on "The Press and the Public," and at the meeting of the Daily Section on "The New Advertisement." A conditional acceptance has also been received from Mr. E. K. Whiting, manager of the *Journal-Chronicle*, Owatonna, Minn., and it is confidently expected that he will deliver addresses before the Weekly Section and probably also before the general association. Mr. Whiting is well versed in cost system problems for combined weekly newspapers and job offices and in addition has taken a prominent part in a successful movement in Minnesota to raise subscription prices for weekly papers to $1.50. Further plans in connection with the program and other details are progressing favorably and it is hoped to make a full announcement in the August issue of PRINTER AND PUBLISHER.

C.A.P. Elects Officers

THE annual meeting of the Canadian Associated Press was held in June in the Council Chamber of the Board of Trade, Toronto.

The report for the year was presented and the following directors appointed: P. D. Ross, Ottawa *Journal;* E. F. Slack, Montreal *Gazette;* J. S. Lewis, Montreal *Star;* J. A. Macdonald, Toronto *Globe;* W. J. Douglas, Toronto *Mail;* J. E. Atkinson, Toronto *Star,* and J. Ross Robertson, Toronto *Evening Telegram.*

The Executive officers were re-appointed—J. Ross Robertson, President; J. S. Lewis, Vice-President, and J. E. Atkinson, secretary and treasurer.

A.A.C.W. Officers for 1915-16

HERBERT S. HOUSTON, of New York, was elected president of the Associated Advertising Clubs of the World at the closing day's session of the eleventh annual convention at Chicago. Lafayette Young, Jr., of the Des Moines *Capital*, of Des Moines, was elected vice-president. P. S. Florea, of Indianapolis, was re-elected secretary and treasurer.

The convention ratified the selection of Philadelphia for the 1916 convention and chose four members of the Executive Committee, among whom was Frank Rowe, of Toronto.

Agency Commission

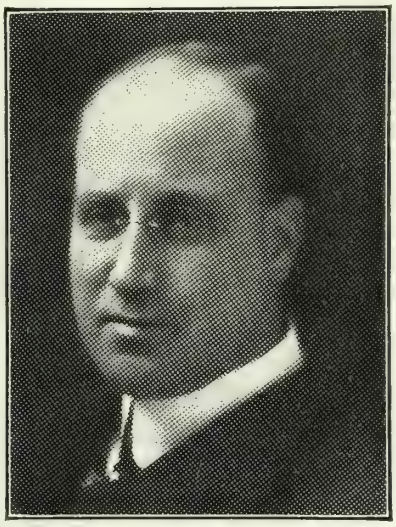
SEVERAL of the Toronto dailies have issued the following notice affecting agency commissions:—

Commission will be allowed to recognized advertising agencies on advertising for a concern whose only office where the business may be canvassed for with the person having authority to close contracts is not within the City of Toronto nor within ten miles of the city's nearest limit.

Changes in A. McKim, Limited

TWO important appointments have been made in the staff of the A. McKim Advertising Agency, which has offices in Montreal, Toronto, Winnipeg and London, Eng.

W. B. Somerset, who, for thirteen years, has been manager of the Toronto branch, now goes to Montreal as



Mr. W. B. SOMERSET.
Recently appointed to be 2nd Vice-President of A. McKim, Ltd.

second vice-president to superintend the business of the branches and assist Mr. A. McKim, who now hopes to have more time to get out among advertisers and newspaper publishers for the general promotion of business.

Mr. Somerset was brought up in the newspaper business, his father having been for many years manager of the Winnipeg *Free Press*. It was in the office of this great paper that the son got his newspaper training and rose to be advertising manager. On his first trip East for the *Free Press*, he came in touch with Mr. McKim and was engaged to open the Toronto office, which has since become a very important part of the business of this large agency.

Mr. Somerset is one of the clean cut young business men of Canada, a man of sterling integrity, keen analytical mind and boundless optimism. He will be missed in social circles in Toronto as well as in a business way.

In the head office of the company Mr. Somerset will have larger opportunities and will be a greater source of strength to the company.

Chas. T. Pearce, until a few weeks ago general manager of the Toronto *Daily News* and a very popular Torontonian succeeds Mr. Somerset as manager of the Toronto branch.

Mr. John M. Imrie

Mr. J. M. Imrie's army of friends among the publishers and printers of Canada will rejoice to learn that he is in the best of spirits and is making the desired progress towards a complete recovery of his health. He is spending the summer in Fergus where he is well acquainted. He keeps in close touch with Mr. Alloway, his recently-appointed associate. With two such earnest and capable men to manage its business, the Canadian Press Association is better served than ever before in its history.

In this connection a reference to Mr. O'Beirne's health will be appreciated by his publisher friends. They will be glad to know that he is able to be out of doors, and to take short walks with the help of a friendly arm to lean on, and a stick to support him.

Autumn Advertising Campaigns

IN June, July and August many autumn advertising campaigns are devised: appropriations, mediums, and the schedule are all determined. This being so, it behooves publishers to be solicitous during these months. Later on will be too late.

PRINTER AND PUBLISHER makes the timely suggestion to its publisher-readers that they write advertisers and agencies *now*, giving them specific reasons why their medium should be included in the autumn schedule. Make letters very definite, very meaty. Make them as warm-blooded as a personal canvass would be, and as urgent. Make them as complete as possible.

An advertising manager offered an agency the back page of his publication, for one of its clients, quoting "usual rates." He did not work out the proposal, saying 672 lines at 12 cents a line, or $80.64. The agency wished to send



Mr. C. T. PEARCE.
Newly appointed Toronto Manager of A. McKim, Ltd.

the letter on to the client named, but desired that it should have the publisher's own exact statement of cost. The advertising manager was written to for a more definite statement of cost. Again he wrote back "usual rates." Somewhat annoyed, the agency dropped the matter.

This illustration should have its point and value for publishers who are in the habit of writing solicitation letters in general terms.

Some publishers affect to believe that agencies and advertisers will not read solicitation letters. This is not only erroneous, but it denies and challenges Advertising as a potent force.

NEWS ITEMS—MAINLY PERSONAL

BRITISH COLUMBIA.

The Vancouver *News-Advertiser* is now occupying its new building, located just opposite the *World* building.

Poster Service, Ltd., has been incorporated and is taking over as a going concern the McCaig Advertising Co.

A. M. Beveridge, late news editor of New Westminster *News*, has taken over the management of Kamloops *Standard*.

W. Garland Foster, the ex-Winnipeg newspaper man, latterly of the Nelson, B.C., *News*, is quartermaster of the 54th battalion.

The Royal Commission on Indian Affairs for British Columbia will have as its secretary a well-known newspaper man, Mr. C. H. Gibbons, who will succeed the Hon J. G. H. Bergeron, recently appointed postmaster at Montreal, in that office.

W. C. Nichol, publisher and proprietor of the Vancouver *Province*, recently returned from California, where he spent the past five months.

The Vancouver *World* is now located in its handsome new quarters at the corner of Hasting and Richards Streets, one of the most prominent corners in the city.

The Vernon *News* recently celebrated its twenty-fifth birthday. Mr. J. A. McKelvie, the editor, has been connected with the paper for nineteen years, and Mr. L. J. Ball, manager for eighteen years.

The suit which Mr. John P. McConnell, former editor of the Vancouver *Sun*, recently filed against the Burrard Publishing Company, claiming $30,000 damages for breach of contract and wrongful dismissal, was recently dismissed for want of prosecution.

The Penticton *Herald* on May 27 published a twenty-page paper on the occasion of the operating of the first train over the Kettle Valley Railway and its entrance into the town. R. J. McDougall, formerly city editor of the Vancouver *Province*, is the editor and manager.

W. G. Foster, under whose capable editorial charge the Nelson *Daily News* gained such an enviable prominence among the papers of British Columbia, is now an officer in the 54th Regiment. Since the war started no less than 15 men at one time or another in the employ of the Nelson *News* have donned the uniform.

F. H. Flint, formerly advertising manager of Winnipeg *Free Press* and *Saturday Post*, has been appointed advertising manager, and Campbell Duncan, of Toronto, has been appointed city editor of Nelson *Daily News*, in place of L. A. McIntyre and M. R. Evans, respectively, who have enlisted for active service.

J. A. Bates, publisher of the Fraser Valley *Record* at Mission City, is also publishing the Abbotsford *Post* and the Coquitlam *Review*, circulating in two towns not far from Mission. He has a linotype machine, which enables him to get out the three papers with despatch. Mr. Bates also does the linotype work for another provincial weekly. This is an apt illustration of how the linotype is rapidly becoming a machine for the country weekly.

Four prominent New Zealand journalists arrived in Vancouver recently in the persons of Mr. Cecil W. Leys, assistant editor of the Auckland *Star*; Mr. Mark Cohen, editor of the Dunedin *Star*; Mr. W. M. McCullough, proprietor of the Thames *Star*, and Mr. Robert Bell, proprietor of the Ashburton *Guardian*. They were on their way to the Panama-Pacific Exposition as accredited representatives of their country to the world's conference of journalists, to be held there from July 5 to 11.

The Prince George *Daily News* is a neatly printed, newsy sheet, carrying the telegraphic service of the Western Associated Press. The paper is devoting special attention to matters seeking the development of the vast natural resources, such as agriculture, mining and timber, of the extensive plateaux and river valleys of central British Columbia. G. C. McLeod, formerly of the *Free Press*, Winnipeg, is the editor, and Geo. F. Hartford, formerly of Chicago, manager. The *News* is the only daily paper published in the country traversed by the Grand Trunk Pacific between Edmonton and Prince Rupert.

By an award of $1,000 and costs, a jury in the supreme court of British Columbia on June 10, vindicated Mr. Israel I. Rubinowitz, a well-known Vancouver barrister, from reflections made upon him by the Nanaimo *Herald*, at the time he was arrested by special constables during the Nanaimo strike, on suspicion of being engaged in picketing and intimidating. The *Herald*, in an article entitled "Gallery Play," had attacked Mr. Rubinowitz, insinuating that he was not engaged in counsel work at the time, and had violated the traditions of the bar by his conduct.

George M. Murray, editor of the South Vancouver *Chinook*, was recently committed for trial on a charge of libel, which he is alleged by Reeve Gold to have published in the *Chinook* on May 22 last. The alleged libel was contained in an article headed with a picture of the British flag and the words, "The British Flag Insulted by the Reeve of South Vancouver." The article, it is charged, imputed that Edward Gold insulted the British flag and was disloyal to King George and the Empire, and that he was an alien enemy," which libel was published without legal justification or excuse, and was likely to injure and did injure the said Edward Gold by exposing him to hatred."

With the Vancouver *World* taking a number of the *News-Advertiser* editorial employees, there have been many changes in the personnel of the staff of the latter newspaper. Wilson Blue, a well known Canadian newspaperman, who has been engaged on the Pacific Coast for a number of years, previous to which he was connected with a number of Eastern dailies, is the news editor. He has been on the *News* ad. staff for a number of years. "Bill" Findlay is city editor, and Barney Goss sporting editor. They were both connected with the *World* for a number of years. Miss Morse, who is well known in Nova Scotia, is society editor. J. T. McClay is now on this staff, having just recently returned to the coast from Brandon, where he was editor of the Brandon *Sun*. John Lucas and W. Tighe are also recent additions to the reportorial staff.

ALBERTA.

Lieut. "Billy" de Graves, Calgary, a popular newspaper man, is reported to have been wounded in the fighting in France.

Fire did considerable damage to the building occupied by Rocky Mountain *Courier*. The plant was not damaged much.

A. M. MacDonald has been appointed superintendent of neglected children in the province. He will take over his new duties at once. Mr. MacDonald is well-known as a former clergyman, editor of the *Plaindealer*.

Harold W. Parr, of Edmonton, has gone to the MacLean Publishing Co., Toronto, to serve on the editorial staff of *The Canadian Grocer* and *Hardware and Metal*. He is recognized as being one of the best window trimmers in Canada.

One hundred and fifty members of the International Typographical Union were present at the banquet given in Calgary as a memorial farewell to the boys who had joined the colors. F. J. White, president of the Typographical Union, acted as chairman.

A new weekly publication dealing with oil and other kindred subjects, under the name of the *Alberta Oil Review and Industrial Weekly*, is being issued in Calgary. The editor is E. M. Robinson, associated with Messrs. Terry and Carl Bell, and the offices of the new paper are at 138 Ninth Avenue west.

Three members of the *Daily News* staff, H. R. Evans, S. J. McDonald and A. L. Stuart, who have enlisted with the 54th battalion, were made the recipients of tokens of the regard felt for them by the other members of the staff. Each was presented with a wrist watch engraved on the case with his name and the date of presentation.

SASKATCHEWAN.

Horace Frank Ford, who is reported killed in a recent casualty list, was formerly sporting editor of the Moose Jaw *Morning News*.

The Regina *Standard* Publishing Company, was damaged by fire to the extent of $10,000.

J. K. Falconer has resigned as circulation manager of the Regina *Leader*, and is now connected in a similar capacity with the Saskatoon *Phoenix*.

The Western Canada Conference will be held in Saskatoon, July 1-3.

MANITOBA.

The Waskada *Expositor* and *Star* has changed ownership.

A new paper in Winnipeg is called *War Cartoons*

Alexander Michie, proprietor of The Roland *News*, Man., is reported missing since the fighting at Langemarck, Belgium.

Damages of $50,000 for alleged libel are being asked in a writ issued yesterday against the Winnipeg *Telegram* on behalf of

J. A. Knott. The action is the result of statements made some days ago by the *Telegram* in connection with the granting of hotel licenses in the city of Winnipeg.

Mr. J. F. Sweeney, circulation manager of the Manitoba *Free Press*, attended the International Circulation Managers' Convention at Murray Bay.

Henry Crook, B.A., William Dickson and Phillip Crook, all members of the circulation staff of The Winnipeg *Telegram*, were banqueted by their fellow workers, previous to their departure for the front in connection with the signal corps.

S. Hart Green has issued a statement of claim against the Winnipeg *Telegram* for $10,000 damages. The action is taken as a result of the *Telegram* publishing an article stating that Mr. Green was getting retainers for representing hotel men before the liquor license commission. The inference alleged to have been made is that in reality Mr. Green was "fixing" everything, so that his clients would get their license.

John McMillan, manager of the Canadian Pacific Telegraphs, has been moved to Montreal.

Daily newspapers of Western Canada, members of the Western Associated Press, Limited, prepared a little surprise for Mr. McMillan, which took the form of the presentation of an illuminated map, suitably framed, showing the wire-mileage of the newspaper territory served by the Western Associated Press, with the names of the daily newspaper publishers of Western Canada, and with the following inscription: Presented to John McMillan by his friends, the daily newspaper publishers of Western Canada, members of the Western Associated Press, on the occasion of his appointment as manager of Canadian Pacific Telegraphs, March, 1915.

ONTARIO.

W. H. Mower has joined the St. Thomas *Journal's* business office staff.

The Alvinstone *Free Press* has installed a Monoline composing machine.

The Finnish newspaper, *Tyokansa*, Port Arthur, suspended publicati'

J. W. Short, late of Brantford, has joined the staff of the Mortimer Co., Ottawa.

Mr. A. Logan, editor of the Wiarton *Echo*, is on a fishing expedition in Quebec.

The Porcupine *Advance* has been resurrected by Mr. George Lake, its former publisher.

Pte. Douglas Freeman, connected with the *Industrial Press*, Toronto, was killed in action.

George A. Martin, late of the Berlin *Telegraph*, is now connected with the Stratford *Herald*.

The London *Free Press* encourages the game of lawn bowling by the gift of a handsome trophy.

Dick & Walker have succeeded the Crown Lithographing Co. of Ottawa as printers and lithographers.

Mr. B. H. Townsend, formerly of Goderich, has gone to Fergus to engage in the printing business.

Business has been somewhat quieter in Ottawa of late, a number of the plants being on short time.

The *News-Tribune*, Blenheim, is now being printed from type set on a monoline type-setting machine.

The Toronto *Globe* is advertising for subscriptions in a number of Ontario newspapers, using 20-inch copy.

Murdie McDonald of the Toronto *Star's* press room staff, and the 48th Highlanders, were in the Langemark action.

J. Miller, a representative of the Ontario Department of Agriculture, is now editor of the *Canadian Countryman*.

Ads Ltd., Advertising Agency, Toronto, has moved to Imperial Bank Building, corner of Yonge and Queen streets.

Rev. E. D. Silcox, editor of *The Congregationalist*, has been elected chairman of the Congregational Union in Ottawa.

Sergeant Hugh Rose, who is reported wounded, was formerly employed on the advertising staff of the *Canadian Courier*.

Mr. J. A. Johnston, editor of the Mildmay *Gazette*, and clerk of the Township of Carrick, was married to Miss May Innis.

Midland *Argus* on June 10 started a six weeks' voting contest, in The contest is being personally managed by John S. Scott.

Corp. John Melville Davey, reported wounded, was manager of the Toronto branch of the Hamilton Lithographing Co.

M. L. Smith, of the editorial department of the MacLean Publishing Co., has joined the staff of the new Technical School, Toronto.

B. H. McCreath, office manager of the Toronto *Daily Star*, is the new secretary-treasurer of the Liberal Club Federation of Ontario.



CAPT. R. F. PARKINSON,
Business Manager, The Ottawa *Journal*, now with the 38th Battalion at Barriefield Camp, Kingston, Ont.

Seven members of the front doing their bit for the cause is the proud record of the Toronto World, and among the last to leave was Alex. Macdonald, who was in the composing room of the World.

O. M. Seim, who sold his paper, the Hepworth *Progress*, to W. R. Kinch & Co., intends, after a rest, to purchase another paper.

Ottawa notes with pleasure that George Saults is again president of the Winnipeg Board. This appointment should be made permanent.

Ernest Cowper, secretary to the late J. R. Rogers, founder and editor of *Jack Canuck*, and survivor of the Lusitania disaster, has returned to Toronto.

J. S. Lyons, former proprietor of the Deseronto *Post*, has sold out to E. S. Newport of the same town. Mr. Lyons has gone to Kingston.

Clarke E. Locke, formerly Parliamentary representative of the Toronto *World*, has been appointed secretary of the Ontario License Board.

Arthur Miles, recently in charge of the engraving department of the Mortimer Co., Ottawa, has entered Government service in the capacity of photographer for the Geological Branch.

Dan Douglas, of Douglas Brothers, printers, Toronto, has returned from a two months' visit to Arizona, where he has land interests.

Prior to his departure for his old home in Scotland, John G. Cooper of the Toronto *Globe* staff, was presented with a handsome set of Parkman.

N. R. Perry, for several years manager and editor of *Men's Wear* and *Ready-to-Wear*, is now manager of *Clothier and Haberdasher*, Toronto.

E. H. Harcourt, for 25 years connected with the Copp, Clark Co., and for the past ten years president of the Harcourt Lithographic Co., is dead.

Adam F. Smith, former sales manager of the Canadian Wm. A. Rogers Co., is now with Ads Ltd., Advertising Agency, of which his father is president.

The Lowe-Martin Co. has taken over the index card department of the Library Bureau, and have installed considerable new machinery to handle the work.

J. W. G. Clark, son of editor J. T. Clark, Harry Devlin, Gordon Phillpott, and James Porter, of the Toronto *Daily Star* staff, have enlisted for active service.

A number of Western Ontario papers are offering a Union Jack, three feet by five, with pole and halliard, at $1.48, through their circulation departments.

Mr. H. B. Muir, for the past year or two foreign advertising manager of London *Free Press*, has been appointed general advertising manager of that paper.

Don Tuck, former editor of *Economic Advertising*, and associated with the Norris-Patterson Advertising Agency, has enlisted for service with the 35th Battalion.

The marriage of C. Victor Blatchford, editor of the Listowel *Banner*, former city editor of the *Evening Record*, Windsor, to Winnifred Gray is announced.

Mr. J. A. Johnston, editor of Mildmay *Gazette*, and clerk of the Township of Carrick, was married in Glencoe on May 20 to Miss May Innis, formerly of Mildmay.

T. Gibson, secretary of the Spanish River Pulp and Paper Co., has sent out a denial of the statement published in some newspapers to the effect that Mr. W. E. Stavert had resigned as president of that company.

Alex. Warren, formerly with the Fenelon Falls *Gazette*, has bought the good-will of the Bobcaygeon *Independent*, the plant of which was recently destroyed by fire. C. E. Stewart, the previous publisher, is retiring.

Edward W. Grange, Ottawa Parliamentary correspondent of the Toronto *Globe*, and Miss Marion Osborne McDougall, daughter of J. Lorn McDougall, C.M.G., former Auditor-General of Canada, were married on June 1st.

The Stratford *Herald* has just held its annual Sarnia-Detroit excursion, which event is looked forward to every year as a favorite outing by many hundreds of Stratford and Perth County people.

E. B. Curzon, for three years in charge of the photo-engraving department of the Toronto *Daily Star*, has entered business on his own account in Montreal, at 332-334 Craig street west.

Mr. G. V. Cave has purchased the Temiskaming *Herald*, at New Liskeard, from Mr. E. G. Hand, and took possession on June 15th. Mr. Hand will devote all his time in future to his job printing business in Cobalt.

J. B. Hay has been appointed publicity agent of the Canadian National Exhibition. Mr. Hay was for some time news editor of The Toronto *Daily News*, and has occupied responsible positions on The *World* and The *Telegram*.

There are persistent rumors of the Hon. Louis Coderre, Secretary of State, retiring from the Government. This rumor is of interest to printers, owing to the fact that the Department of Printing and Stationery comes under his jurisdiction.

After publishing Courtright *Outlook-Tribune* for nearly six years, Mr. Harry Moore has disposed of the paper to Mr. Erroll Atkins, of Sault Ste. Marie, and purchased the Alvinston *Free Press*, which he controlled three years ago.

Geo. M. Standing, who until recently conducted a book and stationery business in Aylmer, is dead. Mr. Standing was for many years proprietor of the Aylmer *Sun*, now the East Elgin *Reformer*, and later was editor of the *Scottish-American* of Chicago.

The Toronto Daily *Star* has begun the publication of a series of half-column daily talks on its household page by H. Addington Bruce, who was a reporter on the *Star* twenty years ago, and who since has "made good" in American journalism and literary work.

The proprietor of the *News-Tribune*, Blenheim, J. M. Denholm, has installed a new linotype machine in his printing office. It is said to be the only one in the county outside of the city of Chatham. Not long ago a new folder and a new job press were installed in the office.

George R. S. Fleming, son of Atwell Fleming, and associated with his father in the Atwell Fleming Printing Co., Toronto, is taking a course in aviation at one of Toronto's flying schools. He expects to go to England, and ultimately be attached to the British military flying corps.

Private Robert Aikenhead, who is to-day unofficially reported as killed in action in Flanders, on April 22, was formerly a member of a reportorial staff of the Toronto *Daily News*, and at the time of enlisting with the 48th Highlanders for the war, was connected with a live stock publication in Toronto.

C. S. Furness, advertising manager for many years of the Toronto *Daily News*, has been promoted to the position of assistant manager. E. L. McArthur, formerly of the Gagnier Advertising Service, succeeds Mr. Furness in the advertising managership of the *News*. Mr. Furness has been with the *News* for twelve years.

The Hepworth *Progress* has changed hands. Mr. O. M. Seim, who has conducted the paper for the past five years has sold out to Messrs. W. R. Kinch & Co. of Alvinston. Mr. W. R. Kinch, who will manage the paper, has had experience on newspapers in Woodstock, Alvinston and London, and will no doubt make good in his new field.

John S. Scott conducted a circulation voting contest for the Perth *Expositor*. He reports that the enterprise was a big success, that hundreds of new subscribers were added to the *Expositor* list. More than $800 worth of prizes were awarded to the winners and contestants who failed to win prizes were paid 10 per cent. commission on their collections.

Lieut. H. B. McKinnon was recently presented by his associates on the editorial staff of the Toronto *Globe* with a cavalry raincoat. Mr. Stewart Lyon, in making the presentation spoke appreciatively of Mr. McKinnon's services, particularly as editor of the "Farm and Country Life" pages, under the name of "Timothy Spray." Lieut. McKinnon is attached to the Army Service Corps.

William Buckingham died in Stratford on June 11. In his younger days he was journalist and author, being Parliamentary reporter for the Toronto *Globe* from 1857 to 1859. Later he was editor and manager of the Stratford *Beacon*. On the death of George Brown, Mr. Buckingham was offered the post of business manager of the *Globe* by the Nelson owners of Edinburgh, but declined. He was a past-president of the Canadian Press Association.

In the Prescott *Messenger* appeared this obituary notice: The Eganville *Enterprise* and the North Augusta *Citizen* form the latest interments in the newspaper graveyard. The latter died at the age of 23, which many will regard as significant. The former was not so old; in fact, was quite modern; being a descendant, so to speak, from a journal established at the Fifth Chute of the Bonnechere a generation or so ago. One local newspaper should suffice to meet all requirements at Eganville and Prescott, where two journals are slowly dying.

One of the prominent figures at all I. C. M. A. conventions was W. L. Argue, circulation manager Toronto *Daily Star*, who is completing twenty-one years' continuous service with that newspaper.

Mr. Argue entered the newspaper business in 1887, with the Toronto *Daily News* under the management of the late George Darby, father of W. J. Darby, circulation manager of the *Mail and Empire*.

In 1894 Mr. Argue was offered and accepted the management of the circulation department of The *Star*, then a small newspaper with less than 8,000 circulation.

QUEBEC.

James Jephcott, president of the Montreal Lithographing Company, died at Montreal on June 9.

C. Gordonsmith, managing editor of the Montreal *Herald*, has returned from his vacation at Atlantic City.

The Montreal *Evening News* and *Daily Mail* made the claim recently that these two papers were read by 250,000 people daily.

Henri Gagnon, manager of *Le Soleil*, and Frank Jones, manager of *Le Soleil's* service department, attended the A.A.C. of W. convention at Chicago.

Douglas Henderson, an American advertising writer, has been engaged by Canadian Advertising, Ltd., to plan and write several campaigns for advertisers.

In the list of killed issued by the Department of Militia appeared the name of A. E. Powter's son, of Powter's Prompt and Punctual Printery, 47 St. John Street, Montreal.

Mrs. Madge Townsend Yohan, for a number of years connected with the Madison (Wis.) *Democrat*, is now on the staff of the Montreal *Daily Mail and Evening News*.

The Montreal *Standard* recently gave away 50,000 engravings of the Canadian regiments now at the front, to mark the opening of their new offices on St. James Street.

The Quebec *Telegraph* has purchased a Scott-Webb perfecting press, with a speed of over 24,000 copies per hour, to meet the growing demands upon the circulation of this paper.

E. B. Curzon and A. B. Cornwell, of Toronto, have started in business in Montreal as the Montreal Engravers. Mr. Curzon organized the engraving department of the Toronto *Star*.

Mr. Justice Beaudin, of the Quebec Superior Court, who died at his summer home at Pointe Claire, Que., on June 3, was one of the original incorporators of La Presse Publishing Co., Montreal.

A new evening French paper will be published in Montreal the first Monday in July, to be called *"Le Petit Journal."* It will be run in conjunction with *"Le Reveil"* by Mr. Tancred Marcil, editor and proprietor.

John Roxborough Smith, connected with the editorial staff of the Montreal *Herald* for many years, is dead. He was born in Scotland 57 years ago, and was sporting editor of the Glasgow *Evening News* for 18 years.

Since the Montreal *Gazette* Tobacco Fund was started, over 3½ tons of tobacco and 1,340,000 cigarettes have been sent to the Canadians at the front. Also 4,250 men have received a pipe, pouch and tinder lighter.

Ben Deacon, formerly of the Montreal *Herald*, and until recently on the staff of *Beck's Weekly*, Montreal, has gone to Winnipeg, where he will be associated with Edward Beck on the staff of the Winnipeg *Telegram*.

Captain Guilio Caldani, editor of *L'Araldo di Canada*, an officer in the reserve of the Italian Army, was the guest at a banquet given by the Italian colony in Montreal on Friday night, June 11, before leaving for the front.

Through the courtesy of the management of His Majesty's Theatre, the Montreal *Gazette* newsboys and corner boys to the number of over one hundred, were interested and enthusiastic spectators at a performance of "The Private Secretary."

Lieut.-Col. David Watson, Officer Commanding the 2nd Battalion, reported slightly wounded, is a well-known journalist of Quebec. He has been engaged all his life in newspaper work, and has been managing director of the Quebec *Chronicle* since 1901.

George Jackson, marine editor of the Quebec *Chronicle*, and the oldest newspaperman in Quebec, died suddenly on Saturday, June 12. His connection with the *Chronicle* extended over a period of almost fifty years, and he was well known to newspapermen all over Canada.

Pierre Chevassu, secretary to the Mayor of Montreal, formerly on the staff of the Montreal *Gazette*, has been elected a member of the Association des Veterans des Armees de Terre et de Mer. Mr. Chevassu, who is a Frenchman, spent several months on active service at the front.

Fire has caused great damage to timber in the Saguenay district, 30,000 cords of wood belonging to the New York *World* Syndicate and another firm, being completely destroyed, together with ten camps out of eleven which were operating. In the Lake St. John district many fishing camps have been destroyed.

It will be learned with pleasure by his many friends, and especially by his fellow-confreres of the editorial department of the Quebec *Telegraph*, with which he has been connected for the past several years, that Gilbert W. Ghewy, who enlisted in the Fifty-Seventh Overseas Battalion as sergeant of the machine gun squadron, has been raised to the rank of sergeant-major in the battalion. The promotion has been gained solely on merit.

MARITIME PROVINCES.

Business in Nova Scotia is good is the report from *Printer and Publisher's* correspondent.

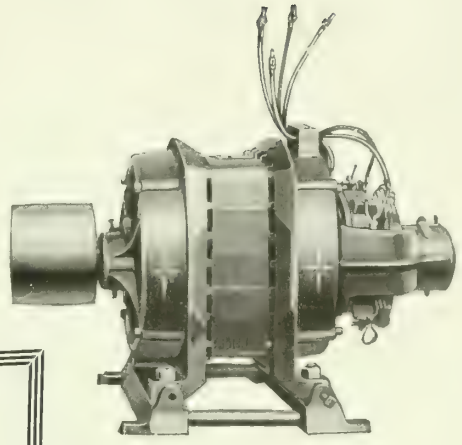
Mr. Breckton, editor of the Victoria County, N.B., edition of the *Observer*, has his office in Perth.

C. H. Fleming, printer and engraver, St. John, N.B., was one of those who suffered loss when fire destroyed the Jardin Building on June 8.

T. Emmett Milmore, son of J. C. Milmore, of Woodstock, N.B., who of recent years has been editing newspapers in Georgia, has left Eton, Ga., to become editor of the Gadsden County *Times*, Quinsy, Florida.

Continued on page 55.

Mr. Insley's Regret is Mutual—are you delaying your own Good Fortune as he Did?



THE INSLEY PRESS & RUBBER STAMP WORKS

New Westminster, B.C., April 30, 1915.

Kimble Electric Company,
Chicago, Ill.

Gentlemen:—

It is just about one year ago that I sent for one of your Kimble catalogues, and I promised you that if I ever put in a motor it would be a Kimble. Well, I have fulfilled my promise and purchased a 1/3 H.P. from Miller & Richard, type founders, and it has been running steady almost ever since. I can say nothing but praise for it and only wish I had put it in a year ago.

Yours respectfully,
THE INSLEY PRESS & RUBBER STAMP WORKS.
(Signed) Arthur M. Insley, Prop.

An *alternating current* printing press motor that *varies speeds* by a touch of the toe on a foot lever—is something worth knowing about.

The KIMBLE

And when it cuts the current bill every time *speed* is reduced, that is something still more noteworthy.

The KIMBLE

The feeder gets his speed gradually without spoilage and with infrequent use of the throw-off. He can use higher speeds without nervousness on simple work and the Kimble Variable Speed A.C. Motor also gives *lower* effective speeds than any other A.C. motor gives.

The Kimble is the one ideal motor for job presses—all sizes.

We also offer a full line of variable speed cylinder press motors and a full line of adjustable speed motors for linotypes, folders, stitchers and other printing office machinery.

It will pay you handsomely to "*Kimbleize* your plant and paralyze your power bill."

Send for our circulars.

Kimble Electric Company

CANADIAN AGENTS

All points east of Port Arthur and Fort William:
MASCO COMPANY, LIMITED, 55 Church St., Toronto, Ont.

All points west of Port Arthur and Fort William:
MAINER ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man.

KIMBLE MOTORS

G.P.M.

A Salesman who wants no Salary

A SALESMAN willing to work day and night. Neither Eats nor Sleeps. Goes anywhere. No hotel bills—just transportation. A most persuasive talker. Well dressed, pleasant spoken, handsome. Can—and does—get to the "boss" nine times out of ten tries. Gets orders. Will be welcome when he calls again.

THIS Salesman offers you his services. He's a wizard, and he's ready to start out Monday Morning in your name to sell your goods. Can go earlier if the case is urgent. His name is G. P. Matter (*G stands for good, and P for printed*).

He will work for any and every body—the small retailer, the big manufacturer, the banker, and everybody else who needs a salesman. But G.P.M. prefers to work for those who will dress him up decently and neatly. He is willing to wear a red necktie or a scarf of any other striking color, but he prefers to have his apparel make a color-harmony. He has one other preference: he likes our tailoring.

YOU know what we mean. This Al Salesman, this peerless one, is a circular, booklet, card, or any other form of representative. Sent personally addressed, with the King's Stamp on it to give it swift delivery, this ambassador of yours can and will plead your cause eloquently. It will be your fault, not his, if he fails to achieve his mission.

Good Printed Matter costs nothing; that is, it more than repays its cost, for it sells what you have to sell, at your own price.

We're printers. We do good work—this job proves it. Look at the paper we have used—good and attractive in its blank state. Note how the addition of PRINTER'S INK has transformed it from being a dead, voiceless thing into a living SPIRIT, with a tongue that speaks to you now, with a charm of personality which has won your eyes and attention, and holds both.

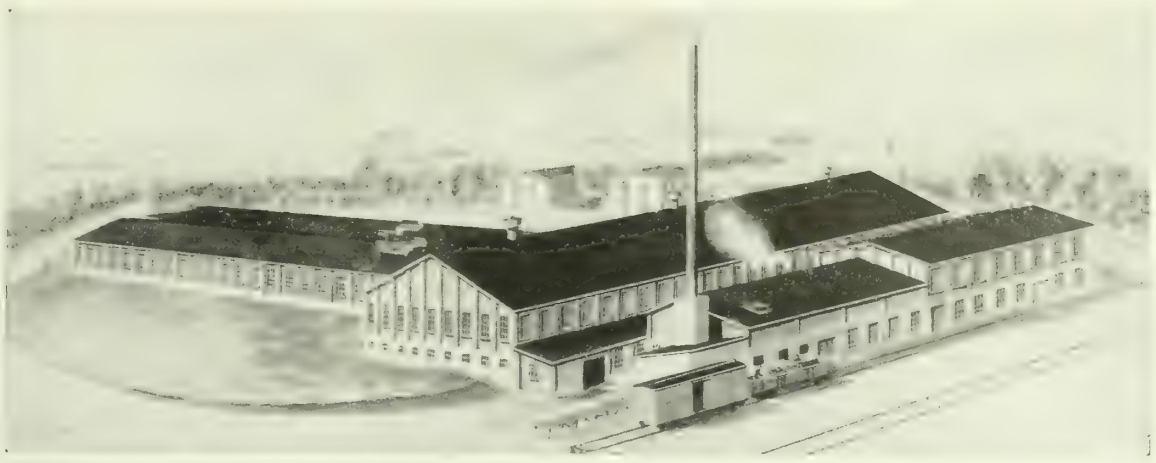
We'd like mightily to endow with pulsing, pleading, persuasive LIFE a piece of blank paper for you to send out in *your* behalf.

COME in and talk it all over. Better still, let us go to you. Our phone No. is

Main 666

John Typehigh & Son - Printers - Galt

Suggested Circular for Job Printers. Prepared by PRINTER & PUBLISHER for the use of its readers. See note on page 33.



Barber Coating Mill, Georgetown, Ont.

Quality and Service

Have Made This the Largest and Best Equipped Mill in Canada for the

COATING OF PAPER

"Maple Leaf" "Beaver"
"C.A." Coated

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building Private Exchange Adelaide 1986

PRINTERDOM

UNITED TYPOTHETAE NOTES.

Within the past month headquarters has been visited by many National Organization executives, members and other printers. Mr. C. D. Traphagen, First Vice-President, spent a part of two days at the office, at the time he was at Chicago to attend the amalgamation banquet, when was organized the Typothetae-Franklin Association of Chicago; Messrs. John Clyde Oswald, Editor of the American Printer, George M. Courts, Ex-president, R. P. Purse, member Executive Committee, Henry P. Porter, Chairman, Committee on Apprentices, and John P. Smith, Rochester, N.Y. During the latter week in June, at which time there were held four or five national conventions in Chicago, many printers called at headquarters, among them Mr. W. A. C. Hortor, member of the firm of W. E. Hortor & Co., Ltd., printers, Johannesburg, South Africa, and Mr. J. C. Van Ingen of Dutch East Indies.

The department of estimating of the Service Bureau continues to be used liberally by the members, and with the valuable data that the Bureau is constantly adding to its files, it is important that every member make use of this service when occasion demands it.

The interesting deduction might be made that in times of apparent business depression, printers are seeking the assistance and advice of others engaged in like pursuit. Particularly if one considers the fact that the number of members admitted to membership in the United Typothetae and Franklin Clubs of America in the past few months has exceeded by more than 90 per cent. the number added for a like period in 1914.

It is also to be noted that the work of auditing and installing cost and accounting systems has been on the increase, a further indication of printers taking on an insurance that will protect their business. It would seem that printing plant managers are beginning to realize that it is no longer safe to hold a self-sufficient attitude, and that it is possible to profitably apply methods and ideas that have been carefully tested by other plants.

The work of compiling the Composite Statement of Cost of Production for the year 1914 is rapidly progressing at headquarters. It is the desire of the American Printers' Cost Commission and the National organization that this report be represented by the largest number of forms ever compiled, and it is therefore desirable that every member that has not already done so, forward their statement of cost for 1914.

The completion and distribution of this sheet among printers will mark another important step in cost finding, and when one considers its many possible and beneficial uses, it should prompt every cost system user to lend his co-operation to the work.

REGINA TYPOS ELECT OFFICERS.

The Regina Typographical Union, No. 657, has elected the following officers:—

President: J. D. Noonan.
Vice-President: J. H. Robertson.
Secretary-treasurer: H. K. Soutter.
Recording Secretary: A. W. Dawson.
Sergeant-at-Arms: Anton Ritter.
Auditing Committee: Messrs. Dawson, McVicar and Ormandy.
Executive Committee: Messrs. McVicar, Chapple, R. Milligan, Morphy, and Burns.
Examining Board: Messrs. McVicar, Morphy, Burns, Fitzpatrick, and W. McLean.
Delegates to Saskatchewan-Alberta Conference of Typographical Unions. Messrs. Noonan and Soutter.
Delegates to Trades and Labor Council: Messrs. Foster, Milligan, Burns and Ritter, Hebel and Catton tied.

WINNIPEG PRINTERS ELECT COMMITTEES.

The annual election of officers of the Winnipeg Typographical Union, No. 191, took place in the union rooms, Sylvester-Willson building recently, and where there were contests the results were as follows:—

Executive committee—H. F. Strange, W. Colloton and H. Beazley.
Investigating committee—A. O. Anderson, E. J. Freeman and H. Beazley.
Delegates to Allied Trades Council—C. A. Hawley, E. G. Smith, A. O. Anderson and E. J. Freeman were tied for the third place.
The I. T. U. question whether or not the executive council should be authorized to take from the general fund such sums as are necessary to conduct the business of the international was voted for 148 and against 49.
R. Fitzgerald was selected as delegate to the I. T. U. convention.

CALGARY TYPOGRAPHICAL UNION ELECT NEW OFFICERS.

The annual election of Calgary Typographical Union, No. 449, resulted as follows:—

President—Fred J. White, *Albertan*.
Vice-President—John C. Bleaken, *News-Telegram*.
Secretary Treasurer Andrew Davidson, *News-Telegram*.
Reading Clerk—William M. Joiner, *Farm and Ranch Review*.
Sergeant-at Arms John Luckwell, *News-Telegram*.
Executive Committee—R. J. Brown and Frank Dibb, *News-Telegram*; Benj. Franks, *Standard*; W. M. Joiner.
Auditing Committee—H. B. Bowser, *Albertan*; J. Luckwell, F. S. Kettleson, *News-Telegram*.
Sick and Relief Committee—H. D. Bowser, F. S. Kettleson, B. J. Orman.
Investigating Committee—Walter Landry, W. Love-Watson, Thomas Slighte.
Laws Committee—J. C. Bleaken, R. J. Brown, W. M. Laing.
Label Committee—L. T. English, George Martin, Harold Taylor.
Delegates Western Canada Conference—A. Davison, F. J. White, R. J. Brown.
Delegates Calgary Trades and Labor Council—J. C. Bleaken, L. T. English, J. Luckwell, J. Pearson, W. M. Joiner.

NEWFOUNDLAND'S SUR-TAX.

An act amending the Newfoundland Customs Act was passed at the session of the Newfoundland Legislature just closed by which a duty of ten per cent. will be levied upon all type, printers' machinery and all other furniture for the printing business being imported into this colony. This, together with the ten per cent. sur-tax will make the import duty on all printers' material 11 per cent. Previously printers' machinery, ink, etc., were on the free list.

AS MONTREAL DOES IT.

The weekly letters being sent out by the Montreal Printers' Board of Trade are "hot stuff." Recent letters in this series bore headings as follows:

The Price-Cutting Folly.
Why Are You Selling Your Printing Below Cost?
Efficiency.

Mr. Tice, the manager, is "sure some letter writer."

W. B. PRESCOTT.

All printers, Canadian printers particularly, will be sorry to learn that W. B. Prescott has suffered a paralytic stroke in New York and the doctors give no hope of recovery. Billy Prescott, a Toronto printer, became president of the International Typographical Union and gave it five or six years of good administration and building policy at a time when it needed it.

TORONTO NOTES.

As usual at this time of the year there is little to say about the printing business in Toronto, yet the outlook is scarcely less promising than at this season of any other year, notwithstanding the peculiar conditions brought about by the war.

In fact, there is one thing in favor of the printer and that is that business men generally have allowed their supply of printed matter to run very low, and will have to buy largely as soon as business conditions are where they evidently will be, as soon as the bumper crops that are ripening all over Canada, begin to move.

There have been fewer reports of financial troubles among printers during the past month than for any month since the first of the year, and fewer new plants started, both of which items, under present conditions, point to improvement.

The Graphic Arts Board of Trade of Toronto, like its sister organizations all over the country, will not hold any general meetings during July and August, but is looking forward to a very active campaign in the early fall. Its educational classes during the past winter have been so successful that it has been proposed to arrange additional classes for advanced students during the coming season, as well as to take up some subjects which have not, heretofore, been handled in class instruction. Our committees are busy now planning the campaign for the fall, when we believe there will be greater improvement in the printing business, and greater interest in organization work than there has been during the past three years.

ANGEL TALK.

Out from the City of Angels comes the most alluring advance information for the Convention of the United Typothetae and Franklin Clubs of America, to be held in Los Angeles, September 21-24th.

The details of the entertainment features are assuming shape and will shortly be announced in full.

The Angels promise, however, that every man who denies himself the trip to Los Angeles will be forever kicking himself. All along the railroad routes to and from the Coast, there are side trips of wonderful interest which may be enjoyed at a very small additional expense.

Altogether, no such opportunity for sightseeing, instruction and pleasure has ever been offered the printers of this country.

NO doubt you are anxious to obtain your share of Poster Stamp work. The only way to make good in this line is to use "NON-CURLING" GUMMED PAPER for all classes of stamps. It costs very little more than the ordinary, and in printing it saves money.

Samuel Jones & Co.

Gummed Paper Makers

Bridewell Place ∴ London, Eng.

Established in London for 4 Generations

WEISE BROS.

Manufacturers for the Trade Exclusively of

Embossed Advertising Cards

Calendars, Hanging Wall Pockets, Labels, Catalogue Covers, Celluloid Tablets.

5 to 7 Singer St., London, England

By every test the Voting Contest beats all other circulation plans.



A properly-honestly-intelligently conducted voting contest will accomplish results that are practically impossible by any other means. Such a contest will get more new subscribers than you can get in years under ordinary circumstances.
It will get this business at a low cost.
It will start new subscribers right, by collecting at least $1 from each one.
It will collect money from old subscribers that otherwise probably you will never get.
It will put your subscription list on a paid in advance basis.
It will keep the slow-pay subscriber on your list after getting his arrears.
It will give you a lot of advertising in your territory.
It will add to your reputation for progressiveness.
It will add perceptibly to the good-will of your business
It will give your circulation a big boost.
It will give your circulation a quick boost.
It will leave a good credit balance at the bank after all expenses are paid.
It will leave everybody satisfied and pleased.
I make a business of running circulation contests, and am always glad to give the fullest information concerning my plan and methods to any publisher sufficiently interested to ask for it.

JOHN S. SCOTT

Builder of Circulations for Weekly Newspapers

343 CRAWFORD STREET, TORONTO

"FOR SALE" OR "WANT" ADVERTISEMENTS

CLASSIFIED ADVERTISING

EQUIPMENT FOR SALE

MONOLINE FOR SALE. 92 HOGARTH Avenue, Toronto.

FOR SALE ONE SLIGHTLY USED BURT-Peerless Rotary Perforator, power, complete, good as new for all practical purposes, $200. Box 365, Printer and Publisher.

MONOLINE FOR SALE—IN GOOD WORKing condition; recently gone over by expert. No further need of it. Will sell, with parts on hand, for $350.00 f.o.b. Wiarton. The Canadian Echo, Wiarton, Ont.

FOR SALE STANDARD DUPLEX NEWSpaper press, 4, 6 and 8 pages; Miehle Press, 35x50; Linotypes and complete printing plant. Apply to DUSSAULT & PROULX, Enr., P.O. Box 335, Quebec, P.Q.

FOR SALE ECONOMY TIERING MACHINE for handling and piling of heavy cases. Box 373, Printer and Publisher, Toronto.

FOR SALE TYPOGRAH MACHINE IN first-class condition. Cheap. Terms to suit purchaser. Record Printing Co., Ltd., Windsor, Ont.

REBUILT PRINTING PRESSES — SIX column quarto, $550; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

FOR SALE ONE ROTARY CRIMPER FOR loose-leaf sheets with micrometer adjustment, made by National Printing Machinery Co. A splendid machine and in thoroughly good working order. $220. Box 366, Printer and Publisher.

FOR SALE ONE MODERN BELLEVILLE Ill., embossing press, takes steel dies up to 4-1/2x9, embosses center sheet up to 16x24, automatic wipe, splendid condition, used but few months, good as new. $715. Box 367, Printer and Publisher.

FOR SALE—TWO LINOTYPE MACHINES, Number 2, double deck, and Number 7, Canadian. Also one 12-page Cox duplex newspaper press. These machines are offered for sale because we have ceased to publish a newspaper. The Standard Publishers, Limited, Regina, Sask.

WANTED

WANTED TO LEASE — WEEKLY NEWSpaper, Ontario preferred, with option of purchase. Advertiser is thoroughly competent newspaper man with fourteen years' experience (daily and weekly.) State particulars and terms in first letter. Box 370, Printer and Publisher.

LINOTYPE OPERATOR MACHINIST SEEKS situation, any model, including Model 9. I.T.U. graduate, married, good references, Western Canada. Would like to locate with live paper in small town. Box 372, Canadian Printer and Publisher, Toronto.

BUSINESS CHANCES

FOR SALE—ESTABLISHED AND LUCRAtive Job Printing Business, near Vancouver. $500 will handle. Owner returning to England. Box 369, Printer and Publisher, Toronto.

WEEKLY NEWSPAPER (IND.) NO OPPOsition. In growing town, good country, good job work, very good plant. Whole interest offered for sale, together with brick block. Box 368, Printer and Publisher, Toronto.

A SPLENDID OPPORTUNITY IS OFFERED to a live young printer to secure a well established printing business in one of the best western cities. $5,000 cash to secure plant and business as a going concern. For full particulars write Box 365, Printer & Publisher, Toronto.

JOB OFFICE PLANT AND BUILDING AT a price that is a bargain. Good trade (owner wishes to go on farm). Heart of city. Write Box 371, Printer and Publisher, Toronto.

FOR SALE—WEEKLY NEWSPAPER AND job printing business in one of the best manufacturing cities of Western Ontario. Long established. Plant recently renewed. This is an exceptional daily field. Offer of sale solely on account of death of proprietor Box 374, Printer and Publisher, Toronto.

PRICE OF TIN AND ANTIMONY.

A communication from the Canada Metal Co., states that owing to the war conditions the price of tin has advanced 10c per lb. since the war. The price of antimony has advanced 33c. per lb. and the price of lead has advanced 3c per lb.

AN OLD PAPER FIRM AT NEW ADDRESS.

The Ratcliff Paper Co., Ltd., Toronto, have removed to their new warehouses, No. 44-46 York street.

LEWIS F. GRIEBEL.

Lewis F. Griebel, formerly manager of the linotype composing division of the Jersey City Printing Company, is now associated with the sales force of the Universal Type-Making Machine Co. of New York Mr. Griebel will represent his employers in New York City.

DONATION OF GOLD MEDAL.

London I.T.U. local No. 133 has decided to donate a gold medal annually to Western University, to be awarded probably for proficiency in literature, though a committee will announce this detail later.

NEW METHODIST BOOK ROOMS.

The work of transferring the printing plant and church offices from the old Methodist Book Rooms, Toronto, to the new has begun. Already a good portion of the plant has been moved, and the Guardian is being published from the new building at the corner of Queen and John streets. It is expected that the whole of the offices will have been moved by the end of August.

ANNUAL MEETING OF M.P. AND B.A.

The annual meeting of the Master Printers and Bookbinders' Association was held recently at the Ontario Club. Mr. Douglas Murray, the retiring president, occupied the chair, and one of the main questions under discussion was the Copyrighted Act. A committee was appointed to make further enquiries and report. The following officers were elected for the year: President, George M. Rose, of the Hunter, Rose Co.; Vice-President, A. F. Rutter, of Warwick Bros. & Rutter; Secretary-Treasurer, Harry McBride, of the Carswell Co. The advisory board of last year was re-elected.

SCHOOL OF PRINTING.

The first condensed summer course of the School of Printing of the United Typothetæ and Franklin Clubs of America was opened on June 14th for a six-weeks' continuance. Typography, Paper, Color, Press, and Cost Finding and Estimating constitute the departments of study.

UNIVERSAL TYPE CASTER IN NEW QUARTERS.

The Universal Type-Making Machine Company have moved the general offices of their company from Chicago to New York where they will be located at 432 Fourth Avenue, which is at the N.W. corner of 29th street and Fourth avenue. In this building they have taken a part of the 13th floor, which will give them the necessary facilities to handle their rapidly growing business which has made great strides during the past year. The office at 10 Spruce street, New York City, will be discontinued.

A branch office will still be maintained in Chicago at 732 Federal street, where they will have a complete stock of matrices for rental purposes so that their Western customers may be able to obtain these promptly without the necessity of ordering from New York. A service department will also be a part of the Chicago office in order that Western users of the machine can obtain quickly any assistance they may require.

CURRENT METAL PRICES.

That prices of type metal have reached their zenith is the opinion of Mr. G. T. Allen, of the Hoyt Metal Co., Toronto. Mr. Allen also thinks that prices are likely to remain at their present level so long as the war lasts.

The following prices are those at present prevailing in Toronto and Montreal:

Linotype	11½c	to	12½c
Monotype	13c	to	14c
Combination	12c	to	13c
Stereotype	12½c	to	13½c
Typecaster	20c	to	21c

These prices represent an advance on the prices quoted a month ago.

SCARCITY OF DYE STUFFS.

The scarcity of artificial dye stuffs is being felt more and more acutely each day throughout North America. The great textile interests, the manufacturers of paper, ink, pigments, etc., are finding an increasing difficulty in obtaining supplies. As a consequence very decided advances in prices have been announced by various makers of ink and colored papers.

Indefinite deliveries and adulterations are added causes of complaint by importing manufacturers of raw materials.

The Provincial Paper Mills in a letter sent to its customers is urging them to throw the weight of their influence on the side of white papers.

WINNIPEG PAPER PRICE LIST.

The John Martin Paper Co., Winnipeg, has issued a new price list, and is justified in believing it to be the best price list ever provided by this firm.

The list is provided in two forms: one bound with cover and index; the other in loose sheets and punched to fit the regular price list used by the The Winnipeg Printers' Board of Trade, as well as by a large number of printers throughout Western Canada. The loose-leaf and punched list is a very excellent idea.

The bound copy of The Martin price list is made more valuable by the inclusion of much useful information relating to papers and printing of a kind helpful to the estimator.

RATES TO THE TYPOTHETAE CONVENTION.

When the low railroad rates and the opportunity of visiting both the San Diego and the San Francisco expositions upon one ticket are taken into consideration, it would seem almost a crime for any solvent printer in the country to forego the trip to the Twenty-Ninth Annual Convention of the United Typothetae and Franklin Clubs of America, September 21-24th.

Any passenger ticket office will furnish itineraries and full information on request.

The General Committee, at Los Angeles, Room 424, Union League Building, will make hotel reservations at any price desired, guaranteeing reasonable rates for the accommodations.

CO-OPERATIVE EDUCATION.

A most significant and commendable sign of to-day is the spirit of co-operation everywhere manifest and animating individuals and commercial interest in a wide variety of callings and endeavors. Men are recognizing that competition, however good and necessary, need not and should not lead to irreconcilable division; that the ends of all may be served by a getting together in a union that will promote the welfare of all. It is a recognition of the old saw, "United We Stand, Divided We Fall."

In many large centres employing printers are getting together to have remedied abuses, and, by a work of honest education, to bring about an all-round better condition of things. In Montreal is being issued *Printing Trade News,* a small 4-page monthly publication, now in the 4th month of its career. The Vancouver printers have likewise begun the publication of a monthly spokesman, the first issue of which has just appeared. It is called *¶s for Printers,* and is the official publication of the Graphic Arts Club of British Columbia, and is to be published weekly.

These modestly-dressed little men have many spiirted things to say and they say them well. More power to them.

In Toronto a similar publication is *The Graphic Arts.*

The Apprentice Printer is another publication of the same type, but is clad in very fashionable attire. It is published by the Apprentice Committee of the United Typothetae and Franklin Clubs of America.

CHICAGO SELLING PRICE LIST.

The Chicago Selling Price List which has been thoroughly revised and brought up to date is now ready for distribution. It is vest pocket size, viz., 3 x 5 inches, and, in spite of the fact that the number of pages has been doubled, compared with the old edition, it is not bulky enough to take up too much room in the pocket.

Some interesting new features have been introduced, the principal of which is the square inch method of estimating composition. Through the courtesy of the Ben Franklin Club of St. Louis, the publishers were enabled to use their copyrighted method of estimating, and the price list is therefore rendered more valuable on this account. Information for the estimator, printer, proofreader, has also been added, and special attention has been given to the matter of estimating the quantity of stock required for various jobs.

Uses Baler on Good Scrap.

Although the Armac Press, Toronto, is much more conveniently situated than out-of-town printers so far as the disposition of their waste paper is concerned, they still find good use for a baling machine. The porter who does odd jobs around the plant looks after the waste paper and bales up the accumulation of mixed scrap from time to time, dumping it right into the baling press as he sweeps it off the floors and gathers it from around the different machines. In this way the bulky scrap is compressed into very small space, the office is kept clean, and risk of fire lessened. White cuttings and mixed cuttings, respectively, are stored in bags, as there is not a great deal of these two classes to take care of. Two bags, one for white and one for mixed cuttings, are placed conveniently near the cutting machine. When the waste paper is called for by the local dealers it is weighed in the presence of the driver and this weight is certified when the paper arrives at the dealer's warehouse. The Armac Press estimates that they receive one-third to one-half more by keeping the better grades of waste paper separate from the scrap. During the past year their returns were in the neighborhood of $150 and this represents practically all profit, as the time spent in looking after it by the porter is merely incidental along with his other duties.

BUY ONE NOW

The WETTER is a GOOD Numbering Machine

Ask to see the Boston Model Pica Model

Get our Booklet telling all about them.

producing Accurate Results, because they are built right: parts HARDENED where necessary, and the finished machine will stand up to the exacting conditions under which they are used.

ALL DEALERS WETTER NUMBERING MACHINE CO.
255-261 Classon Ave., Brooklyn, New York, U.S.A.

TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED
111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process for Reproducing Electrotypes from Halftones.

Our work and rapidity of service unequalled. Out-of-town customers will please note.



TRAYTON BLABER, Manager

THE
Advance Machine Works Co.
Canning and Donaconna Sts. - MONTREAL

Printers' Machinery

Special Machinery Built, Presses Rebuilt, Two-Color Attachment, Plants Installed, Press Repairs, Gears, etc.

Long Distance Bell Telephone: Up. 4416

NEWS ITEMS — MAINLY PERSONAL

(Continued from page 48)

The Woodstock, N.B., newspapers are very much improving their plants. The *Press* and *Sentinel* are each installing new newspaper presses.

The New Brunswick newspapers are bearing up well during the war. Only one, the Richebucto *Review*, published for many years in Kent County, has suspended publication owing to the temporary hard times caused by the war.

A. R. Coffin, of the Truro *News*, Truro, N.S., has presented a Maxim quick-firing gun costing $500 to the Militia Department. His business interests would not allow him to volunteer for active service, so he took this means of serving the Empire.

A recent visitor to Summerside, P.E.I., was A. P. Star, of Halifax, vice-president of John Star & Co., Limited, of that city. Mr. Star is a former newspaperman, having at one time been on the news staff of the Charlottetown *Guardian* and Toronto *News*.

A presentation was held in Charlottetown, P.E.I., the other evening in honor of Mr. Max Currie, of the Guardian Publishing Company, who left for Sussex, N.B., the next day to join the 55th Battalion, which is being recruited from the two provinces of N.B. and P.E.I.

The Hartland, N.B., *Observer*, has issued the prospectus for a paper to be established in Perch, N.B., in the near future. Fred. H. Stevens, of the *Observer*, is the principal mover in the enterprise. The Victoria County *News* is already published in Perch, which is a village of less than 1,000 population. J. F. Breckon, a trained newspaperman, came here from Toronto early in June to act as editor of the Perch *Observer*.

NEWFOUNDLAND.

Charles Pennell, who for more than two years was connected with the *Western Star* staff at Curling, but recently joined the First Newfoundland Regiment, while home for a few days' leave before embarking for England, was presented by his old associates in the craft with a leather pocketbook on which was stamped in gold leaf the official emblem of Newfoundland, together with his name, address and regimental number.

The newspaper and printing business of Newfoundland has fairly good representation in the judicial department of Ye Ancient Colony. R. Squarry, whose father established the Harbor Grace *Standard*, and who himself served a number of years connected therewith, is magistrate at Channel. J. P. Thompson, who served with Mr. Squarry on the *Standard*, is magistrate at Brigus. Judge Oke, who for a number of years was editor of the same paper, is now judge for Harbor Grace district. A. A. Parsons, who was editor of the St. John's *Evening Telegram*, and previously learned the art preservative at the *Standard* office, is governor of the St. John's penitentiary. M. J. Devine, editor of the *Trade Review*, has just been appointed judge for the Central District.

A UNIQUE WORK ON ADVERTISING.

WHETHER engaged in the preparation of copy as writer or illustrator, or engaged in the general mapping out of campaigns, or in the buying or selling of advertising space, or in the general supervision of the routes and stations of marketing, or in the analysis of results and costs, or in the direct management of salesmen and solicitors, the student as well as the advanced practitioner in advertising will find a fund of authoritative information, principles and actual practices in "Advertising, its Principles and Practice," published by Ronald Press Co., New York City.

The distinctive feature of the book is its attempt to combine all the various arts and sciences that enter into the work of advertising and to give the fundamentals of each with reference to all the others. It includes the economic, psychological and physical factors, together with the essential principles of artistic arrangement and English composition as applied to the construction of advertisements. Finally, it sums up all these parts in the actual operation of an advertising campaign.

Such names as Harry Tipper, Harry L. Hollingworth, Ph.D., George Burton Hotchkiss, M.A., Frank Alvah Parsons, B.S., as combined authors of the work ensure for it widespread popularity.

C. G. Bakie succeeds A. C. Black as chief clerk of the Toronto branch of the Lanston Monotype Co. Mr. Black has gone to Pittsburg.



A Straight Talk from the Manager

THE aim of Printer & Publisher is to help the press of Canada.

1. Improve the quality of their output.
2. Cut down their costs.
3. Get a fair return for value given.

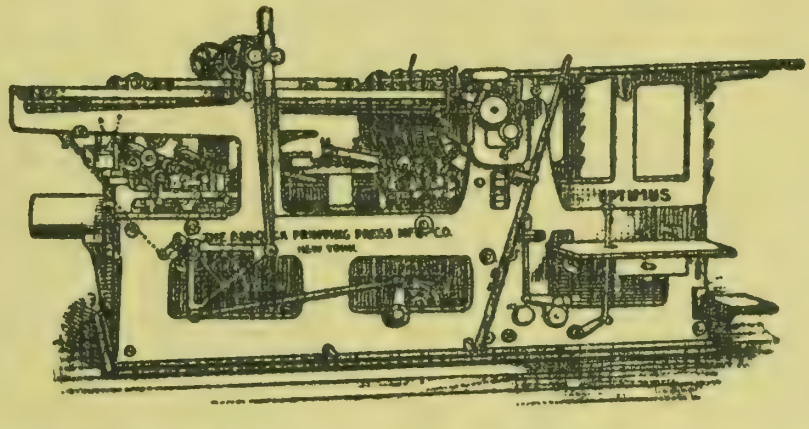
No part of the printing art or business is overlooked and every man on your staff, from manager to apprentice, will find in PRINTER AND PUBLISHER each month, ideas that he can use, suggestions worth consideration and information that can be turned into money.

Not the least interesting and valuable information will be found in the advertising pages. You find there, in concise form, the salient features of the latest improvements in equipment and supplies.

Don't hesitate to write us on any matter affecting the trade. It is our business to help.

THE MANAGER.

THE BABCOCK "OPTIMUS"



STRENGTH, ACCURACY, SPEED

The first great economy in every printing office must be in the machines that do the work. The qualities absolutely indispensable are **STRENGTH, ACCURACY** and **SPEED.**

THE BABCOCK "OPTIMUS"

is the embodiment of these qualities.

STRENGTH is assured by the intelligent use of the best material.

PERFECT ACCURACY is built into every part.

SPEED is the demand of the century and as necessary in a printing press as an airship. **SPEED** means much more than fast running. It means quick makeready, no change of delivery for different sizes of sheets or in changing from card board to tissue paper, time saved in handling rollers and in numberless other ways—each one adding to the **SPEED** of the **"OPTIMUS."** Into every invention for the convenience of the printer, every original, patented device, the element of **SPEED** has entered as a prime factor—with the result that

THE BABCOCK "OPTIMUS"

is unequalled among two revolutions in STRENGTH, ACCURACY, SPEED and ECONOMY. We shall be glad to tell you more about it.

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

NEW LONDON, CONNECTICUT — 38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, 715-721 Dearborn St., Chicago, Illinois.
John Haddon & Co., Agents, London, E.C.
Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.

THE HAND THAT KEEPS



THE WORLD INDEBTED

DON'T THINK ONLY OF ITS ECONOMY

WHEN YOU THINK OF THE LINOTYPE, FOR THE QUALITY OF ITS PRODUCT IS EQUALLY IMPORTANT. HAND COMPOSITION NEEDS SKILLFUL MANIPULATION; SO DOES THE LINOTYPE

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35 LOMBARD ST., TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK
Tribune Building

NEW ORLEANS
549 Baronne St.

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

PRINTER & PUBLISHER

for AUGUST, 1915

IN THIS ISSUE

Building a Nation of Better Printers

Behind the Scenes in a Photo-Engraving Plant
By H. W. Wadland

Ink-Kinks—A Family of Trouble-Makers
By James H. Imrie

The Auditing of Canadian Circulations

A Symposium of Opinions

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

"Used in Canada wherever good printing is done."

THE

Dominion Printing Ink and Color Co., Limited

J. W. ROOSEN, Pres. H. D. ROOSEN, Treas. R. E. HEWITT, Secy.

128-130 PEARS AVENUE TORONTO, CANADA

Manufacturers of

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Dry Colors and
Varnishes

The Only Manufacturers of the famous

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Half-Tone Black
Raven Black
Crow Black

We make the Blacks that Dry with a Lustre

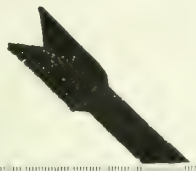
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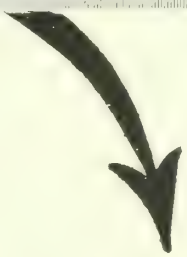
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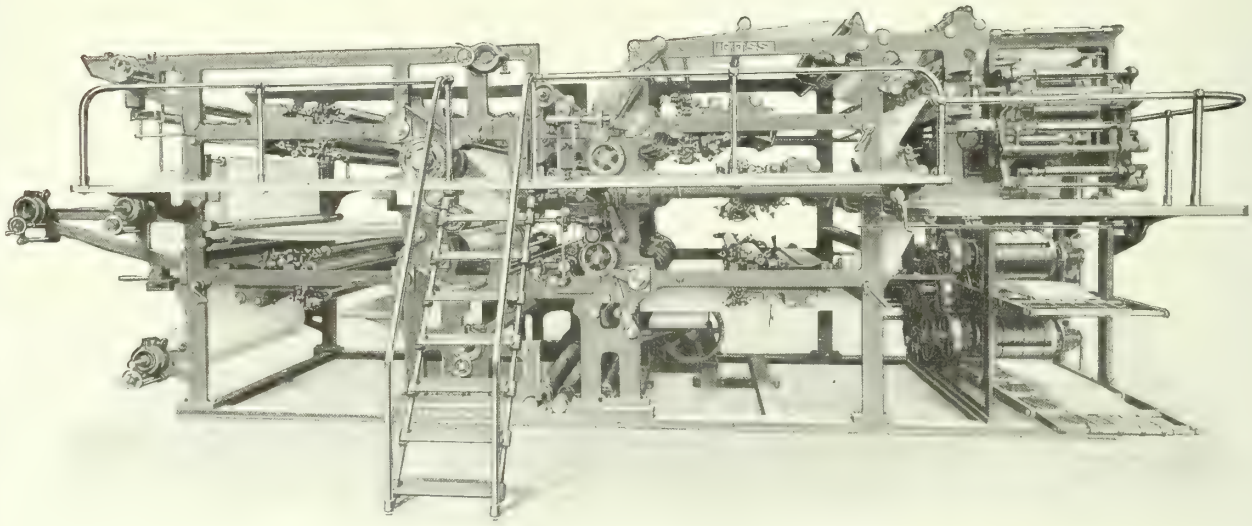


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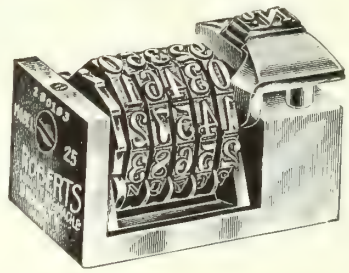
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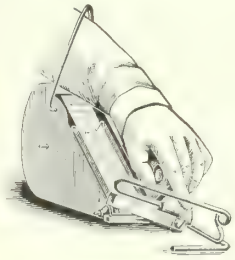
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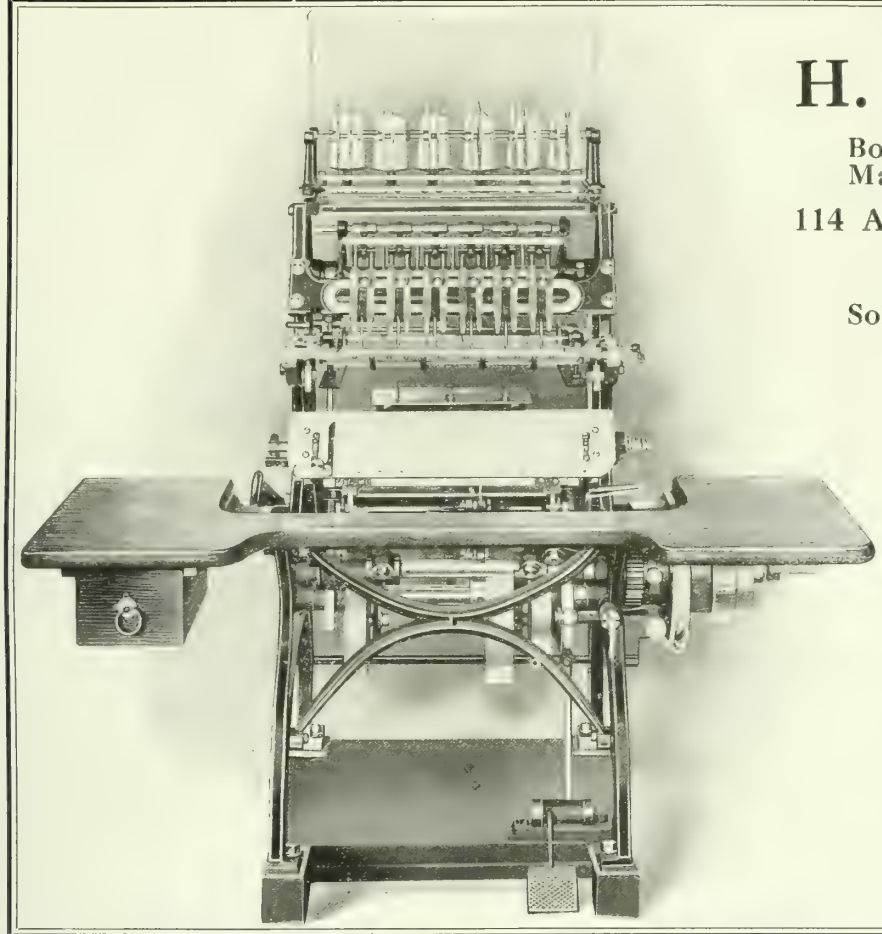
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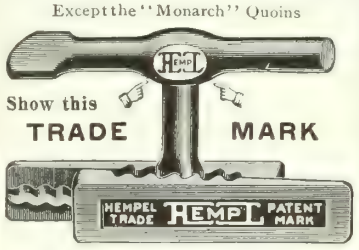
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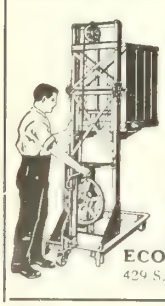
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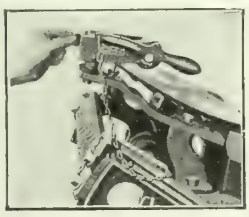
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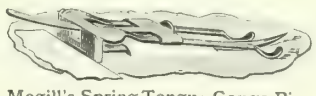
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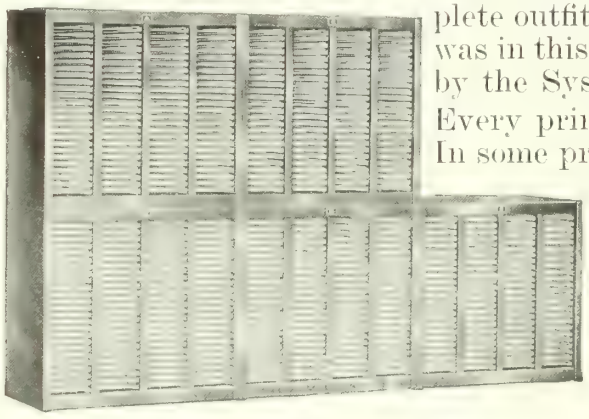
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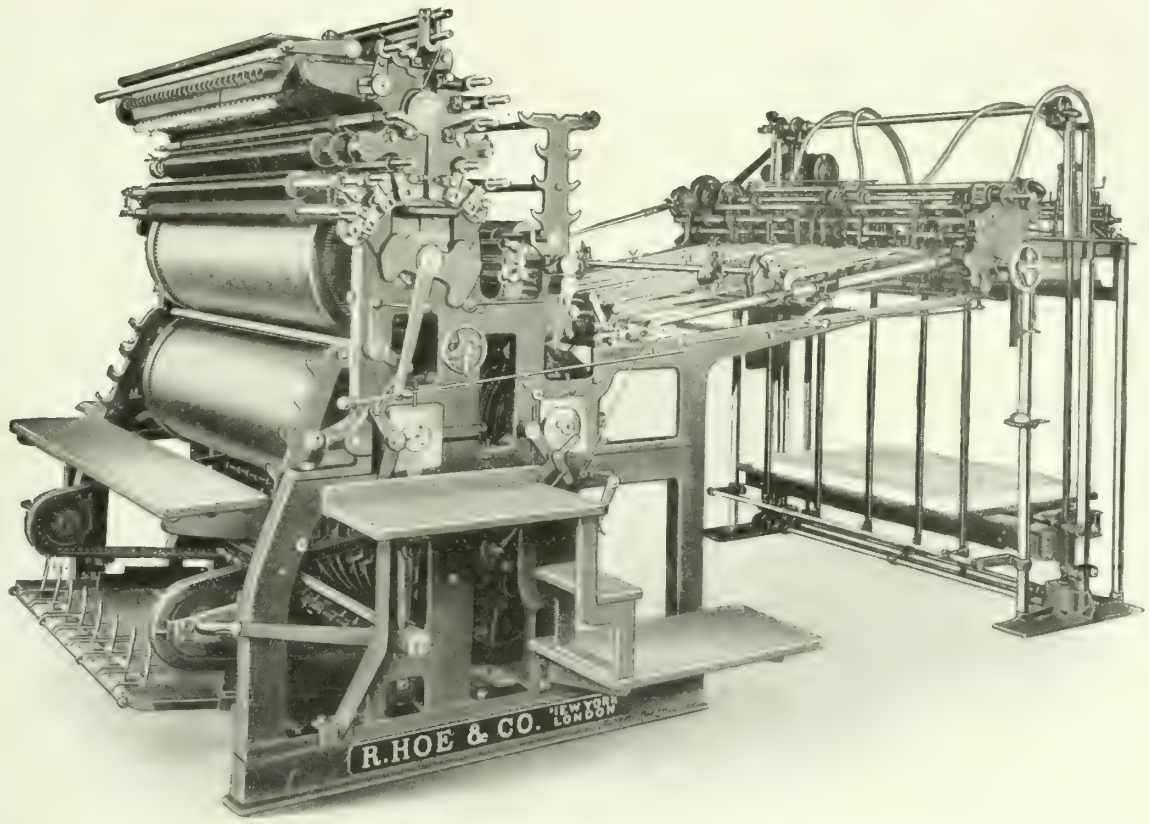
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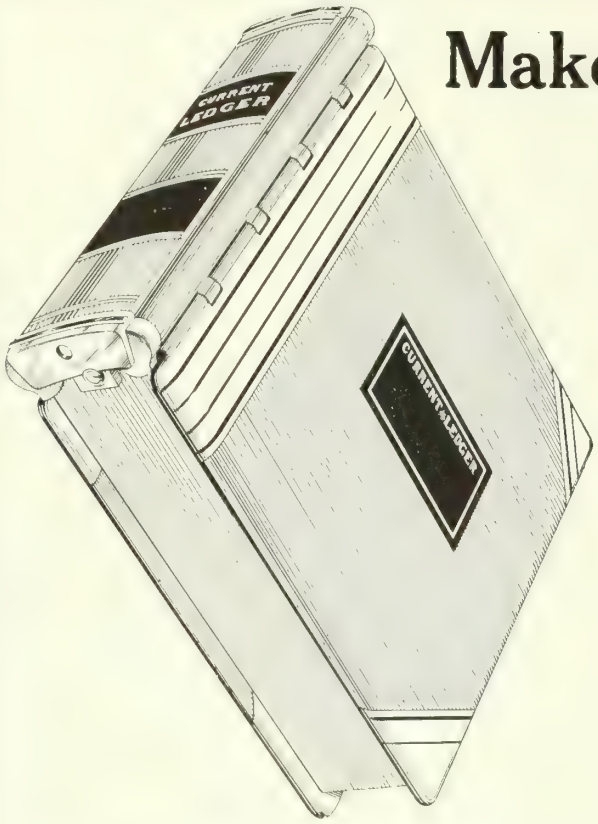
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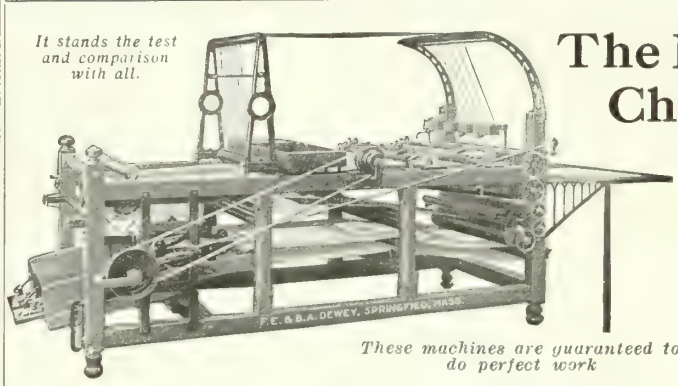
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DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

Vol. XXIV. Toronto, August, 1915 No. 3

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Behind the Scenes in a Photo-Engraving Plant

An Informative Article on the Subject of Engravings and Engraving Processes—A Dictionary of Engravers' Terms—Don't's and Do's in Giving Orders for Engravings

By H. W. WADLAND

FOR general commercial printing three processes are employed in making engravings:

1—Line engraving or zinc etching.

2—Half-tone engraving (on copper or zinc).

3—Wood engraving.

Engravings thus made may be duplicated in any quantities desired by means of electrotypes (commonly called "electros"), and sometimes by stereotypes ("stereos"). The latter, however, are not practical except for the coarser screen half-tone or open line or wood engraving.

ZINC ETCHINGS.

LINE ENGRAVINGS are usually made on zinc, hence the general term "zinc etching." They can be made from any drawing or print of distinct lines, dots or masses of solid color. Such drawings or prints should be black, on white surface (not necessarily paper), to get best results. Red, yellow, dark blue, or a dark shade of any color photographs black and may be successfully reproduced. Zinc etchings from "copies" rendered in light colors or tints are not practical unless retraced in black ink. Photographs, wash drawings or colored lithographs cannot be reproduced in "line" process without first making a line drawing of them.

"Copy" for reproduction should be somewhat larger than the engraving desired, usually twice the size, as a reduction tends to "clean" or sharpen the line.

Line plates are the most satisfactory engravings for use in newspapers or for printing on any rough finish stock. Many variations of line plates are obtainable by varying the treatment of the drawing, or by the engraver's use of shading tints which are "laid" on the plate, before etching, by the Ben Day process. Parts to be thus treated may be indicated on the drawing by a wash of light blue water color—this for the engraver's guidance. Tints are usually ordered by number from a Ben Day chart, though any desired effect may be duplicated by furnishing a sample print.

Combination line and half-tone plates are frequently made—part in line and part in half-tone. These have the same printing limitations as a straight half-tone.

ZINC COLOR PLATES. Many striking color effects may be obtained by the proper use of zinc plates made from black and white drawings. In work of this kind the services of a first-class commercial artist should be secured, since a technical knowledge of both art and engraving is required. A color sketch is usually supplied with the "working drawing" (drawing from which plates are made), for the engraver's guidance in making the plates. The drawing is made principally in outline, the masses or tints being added where required on the plates. Only one negative is made from the drawing, and as many plates made from it as colors desired. This assures perfect register and simplifies the work for the color operators.



H. W. WADLAND.

Author of the accompanying article. Mr. Wadland is Art Director of Grip Ltd., and has been actively associated with the engraving business in the United States and Canada for the past fifteen years.

Many realistic color effects may be obtained by the use of a combination of half-tone and zinc tints. The half-tone usually acts as the "key plate" which carries the design prominently—generally the predominating color.

Ben Day tints are used extensively in zinc color work, and a wide variation of tones and tints may be obtained

by this means. Any number of plates may be used, depending on the character and color scheme of the design.

HALF-TONES.

HALF-TONES.—If a half-tone plate be studied closely, it will be perceived that it is really a mass of raised dots of varying sizes. The dots are small and separated in the highlights and dense (sometimes running to solids) in the shadows, blending together in proper values of the original photo or "copy."

The dots are produced by placing a screen between the lense of the camera and the plate while the copy is being photographed—the screen being held in the plateholder almost in contact with the negative.

The screen is really two sheets of glass, each with a single set of ruled lines (varying from 55 to 200 lines to the inch) and cemented together, so that the two sets of lines cross each other at right angles, forming small squares. Each square acts as a separate lense which records the proper value of the copy to the dots. A print is made from the negative on a sensitized copper or zinc plate and etched with acids. In the etching process on zinc (either line or half-tone), a plate is usually given four "bites" before a sufficient depth is attained between the dots or lines. "Bite" means the number of times a plate is subjected to the etching influence of the acid. The etching in a good engraving should be sufficiently deep to prevent the crevices from filling up in printing.

THE ETCHING PROCESS FOR ZINC.

While the process of etching zinc and copper is similar in the principles involved, yet the methods of handling and the chemicals used are entirely different. The two metals are handled by different workmen throughout, except in the final stages, finishing, routing, blocking, etc.

In the zinc process the plate is prepared for etching by coating it with albumen (white of eggs), sensitized with potassium bichromate. A contact print is made from the negative on the sensitized zinc surface by exposing to the rays of a high power electric light. It takes about five minutes to complete the exposure.

After the print is made the plate is "inked up;" that is, a coating of ink is applied to the printed surface with an ordinary hand-roller. The print is then developed in running water without the aid of chemicals. The portion of the plate exposed to the light through the negative is insoluble in water, while all unexposed parts are soluble. The etching ink is thus dislodged from the unexposed surface, the ink adhering only to the print. The developed plate is then dried and dusted with a red powder known as dragon's blood (really a chemical compound). The powder adheres only to the etching ink, in other words, the print.

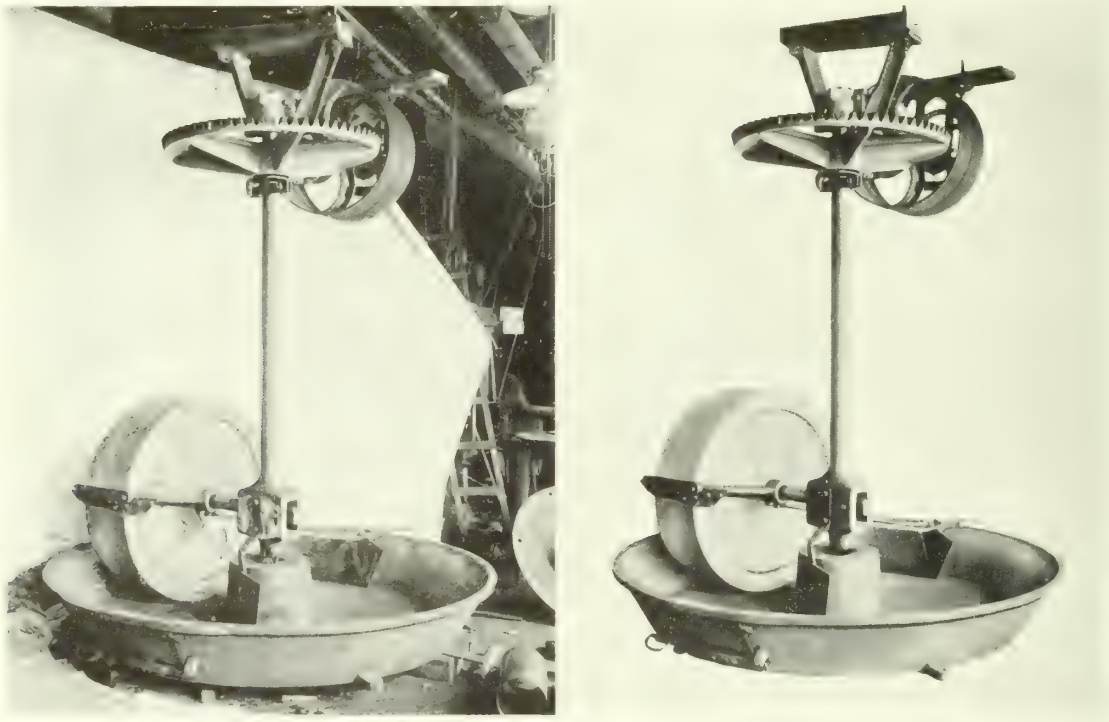
The print is then burned into the plate by holding it over a gas burner with the print side up. The back of the plate is painted with an acid resist varnish shellac. The plate is then ready for the acid bath or the etching process.

The chemical used in etching zinc is nitric acid and by the improved method known as an acid blast is sprayed on the printed surface of the plate in an enclosed machine, operated by an electric motor. By the old method the plate was placed in a "cradle" (a large acid-proof tray) and rocked by hand.

The acid operates only on the plate surface not covered by the print. After five to seven minutes in the acid bath the plate has had one "bite." It is then removed and washed in running water and dried. The lines or dots will now be found to stand out slightly in relief.

Dragon's blood is again applied, this time with a soft brush—brushed in four directions. The powder adheres only to the top and sides of the raised lines or dots. This treatment is necessary to "back up" the lines so that they will not be undermined by the acid. The dragon's blood is again burned in and the plate once more submitted to the acid. This process is repeated three or four times before a sufficient depth is attained between the lines or dots and gives the printing surface of the plate.

The plate is then sent to the routing room where the waste parts are cut away and open spaces cut deeper on a routing machine.



Half-tones made from the same photograph before and after retouching. The first represents a photograph direct from the object; and illustrates how deficient it is in selling value in a catalogue. The retouched copy more truly represents the article, and has an interpretive and selling value altogether satisfying.



Square Finish Half-Tone without line.



Close-Cut Half-Tone. Background entirely cut away.



Close-Cut Vignette. Background and figure vignetted. Close-cut round hat.

These engravings are all made from the same "copy" they are 150 screen. Note the various "finishes."

Next is the finishing room where the plate is checked up with the copy and any ragged or broken lines are repaired by hand. The plate is then mounted on a wood or metal base and planed down to type-high thickness. The finished zinc plate is now ready for the press.

COPPER ETCHING.

As stated above copper etching differs from zinc etching both in the chemicals used and in the method of handling. In copper etching the copper resist solution, called enamel, is made with fish glue and sensitized with ammonia bichromate.

The negative, however, is printed in the same way as in the zinc process but instead of "inking up" the surface of the plate, the enamel is burnt in; that is, the plate after being developed is placed on a gas burner and baked until the enamel has a brown color.

After the plate is cooled, it is ready for etching, but instead of the nitric acid used in etching zinc, for copper a solution of iron (perchloride of iron) is used. The plate is backed with varnish the same as in the case of zinc.

The first etching is made "face down" in a tray of etching solution. The average time required is about seven minutes. The plate is then removed, washed and dried ready for the etcher to "stop out" (cover with acid-resist varnish) parts of the plate that are of the right color value. The plate is again placed in the etching solution for a length of time varying according to the strength of the color values desired.

The plate is removed, washed and dried, as before, and is then re-etched and "staged" by applying the acid to certain areas by means of a small brush in the hands of the etcher to develop further the finer tones or details.

Properly-finished copper half-tones are re-etched and "staged" to bring out the more delicate tones. Zinc half-tones cannot be finished in this manner. A plate not thus treated lacks snap and is known technically as a "flat etching" and is usually what is delivered when one buys a cheap engraving. Expert half-tone finishers are high-salaried men, and high-grade engravings are possible only when their services are employed.

After the etching is done the half-tone is "squared up" or "outlined" by hand in the finishing room; then sent to the routing room where it is bevelled, if square finish is desired, or routed if the plate is to be close-cut. The plate is mounted for the press in the same manner as zinc.

WHEN TO USE HALF-TONES.

Half-tones can be made from photographs (usually improved by retouching by a competent artist to sharpen detail or to eliminate non-essentials), wash drawings, water color or oil paintings, lithographs, steel engravings, and direct from the object itself.

Half-tones may be made from half-tone prints, though the results obtained are not usually satisfactory owing to the conflict of the two sets of dots which have a tendency to "pattern" in the reproduction.

Half-tones for newspapers are usually made on zinc. The 65-line screen is commonly used where the original engravings are to be stereotyped (as in the case of big city dailies printed on rotary presses), though where the newspaper is printed direct from the plates on flat bed presses (as is common in the case of country or small town newspapers), 85 or 100-line screens may be employed.

For high-class trade papers, magazines, catalogues and booklets, half-tones made on copper in 133 and 150-line screens should be used. In exceptional cases where much detail is to be shown, 175, or even 200-line screen may be used to advantage. If the finer screens are employed, only the best quality of coated paper should be used and the printing facilities should be the best.

The 120-line half-tone is generally used for publications printed on machine-finished paper.

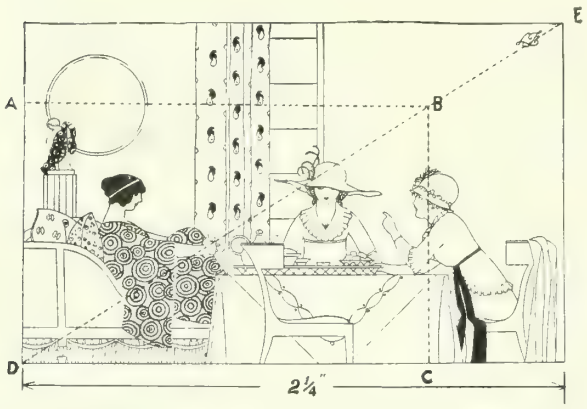
COLOR HALF-TONES—OR COLOR PROCESS PLATES.

The duo-tone (2 color), tri-color (3 color) and quadri-color (4 color) half-tone process plates are produced from "color copy," such as water-color and oil paintings, color lithographs, etc., and from the object itself. The color values are separated in the negatives by the use of "color filters" (separate colored glass sides inserted before the lense of the camera during exposure). Two, three or four negatives are made, depending on the number of colors necessary to reproduce the picture or object, each negative interpreting a color as registered by the camera through the "filter."

The half-tone screen is employed in the same manner as in the straight half-tone process, except that the angle of the screen is altered with each color. This is done so that the dots will not "ride each other" or "pattern," but will be distributed in such a way as to blend the colors in the correct values of the original.

The negatives are printed on copper in the regular way and etched by experts who not only must understand the mechanical etching process, but are, in a sense, color artists as well. It is their business to produce the proper value in the dots so as to correctly reproduce the color tones of the original. The camera does this to a degree, but if the plates were etched direct from a negative print,

the results would be entirely disappointing. The errors of the camera—so to speak—must be discovered in the metal print and corrected in the etching process by the color etchers. The plates are usually proofed three times,—and revised each time—before they are released to the customer.



The reduced dimensions of any drawing or "copy" may be determined as illustrated above. In this instance the copy is three inches wide and a plate two and a half inches wide is required. To determine the height, stretch a string or lay a straight edge diagonally from D to E (see illustration.) Now if the width of the plate is to be D to C, or two and a quarter inches, then the other dimension of the plate will be D to A. Mark size on drawing as above and plate will reduce as described. Never order engravings with dimensions both ways (depth and width) unless you have accurately calculated them, since the enlargement or reduction desired is proportionate, one dimension controlling the other. Give only the essential dimension, either depth or width, and the other dimension will take care of itself.

DUO-TONES are practical when the copy to be reproduced has but two predominating colors. Often, however, landscapes and even illustrations are "faked" in two colors with really surprising effects. Notable examples of duo-tone plates and results are the *Saturday Evening Post* covers.

TRI-COLORS. Almost any colored picture or object can be reproduced in three printings by using the primary colors (yellow, red and blue), the three colors blending together and giving the true color values of the original.

QUADRI-COLOR. A fourth color—black—is often added to advantage when greys or solid blacks are required, such as in stove or furniture illustrations.

COLOR PLATES FROM BLACK AND WHITE COPIES.

It is not always necessary that copy should be colored to be reproduced in colors. Successful results may be obtained from black copies by "faking" the plates. By this is meant that the negatives and plates are manipulated in such a way that the finished results are quite true to life in color values. Color post cards are nearly always made from black photo prints.

clusively. The object or print to be engraved is either drawn or photographed—usually photographed—on the wood block, the engraving being rendered almost entirely by lines. Where masses of parallel lines are required a ruling machine is employed, all other details being engraved by hand. The work is done with painstaking care, as any slip of the engraving tool will render the work useless. Wood engraving is an art in itself and takes years of training to become proficient.

Printing is rarely or never done directly from the wood "block," but from an electrotype, made from the engraving. This is necessary owing to the softness of the wood which would soon wear out on the press.

Wood engravings are particularly well adapted for illustrations of tools, tinware, etc.

HOW TO ORDER ENGRAVINGS.

To avoid mistakes in ordering engravings it is best to use the following standard trade terms now in international use by engravers generally. This list is authoritative, having been officially adopted by engraver's associations generally:

Zinc etching—a line engraving on zinc.

Copper line plate—a line engraving on copper.

Half-tone, square finish (*H.T. sq. fin.*).—A half-tone in which the outside edges are rectangular and parallel—with or without border lines—usually made with line unless otherwise ordered.

Half-tone, close cut (*H.T. c. c.*).—A half-tone with background outside the object entirely cut away, leaving definite edge.

Half-tone vignetted (*H.T. vig.*).—A half-tone where all the edges of the object or background are shaded from dark tones to pure white.

Half-tone close cut vignette (*H.T. c.c. vig.*).—A half-tone in which one or more of the edges are cut clean, with portions of the object or background faded into pure white.

Two-color process plates (duo-tone).—Two half-tone plates, either or both plates containing all or parts of the design to be printed in two contrasting colors—the plates made with different screen angles.

Three-color process plates (Tri-colors).—Three half-tones produced from colored "copy" or object direct, in natural colors by a photo-chemical separation of the primary colors, and etched to reproduce each separate color (usually printed in red, yellow and blue). An approximate result may be obtained from one-color "copy" by using the skill of the workmen in securing the color values of the etched plates.

Four-color process plates (quadri-colors).—Same as the three-color process with the addition of a grey or black half-tone plate.

Combination plates (combination line and H.T.).—Plates made by the combination of two or more half-tone or



A good example of wood engraving showing a variegated ruled line treatment with lettering and finer details cut by hand. Box wood is used exclusively in wood engraving because of absence of grain and fibre.

WOOD ENGRAVINGS.

WOOD ENGRAVING. While zinc etchings and half-tones have to a great extent taken the place of wood engravings, still, for some classes of work their use seems indispensable. This is especially true where subjects to be reproduced contain much fine detail and are to be printed on a cheap grade of stock.

In wood engraving—as the word implies—the subject to be reproduced is "cut" on wood. Box wood is used ex-

line negatives, the films stripped together and printed and etched on copper or zinc plate.

Combination color plates.—Plates made by the use of half-tone key-plate and one or more zinc tint-plates.

High light half-tone.—A Ben Day effect obtained by a photo mechanical process using the half-tone screen instead of Ben Day machine.

Metzograph.—A half-tone made by the use of a grained screen instead of a cross-line screen.

Duotype.—Two half-tone plates made from one copy, both from the same negative and etched separately.

Screen.—A cross-line or grained glass plate used in making half-tone negatives which make the printing plate possible. The number of lines to the inch vary from 55 to 200. The standard screens are 55—65—85—100—120—133—150—175 and 200 lines to the inch.

Ben Day plates.—Plates made by laying shaded tints on copper or zinc; sometimes used for producing colors or combination of colors when printed.

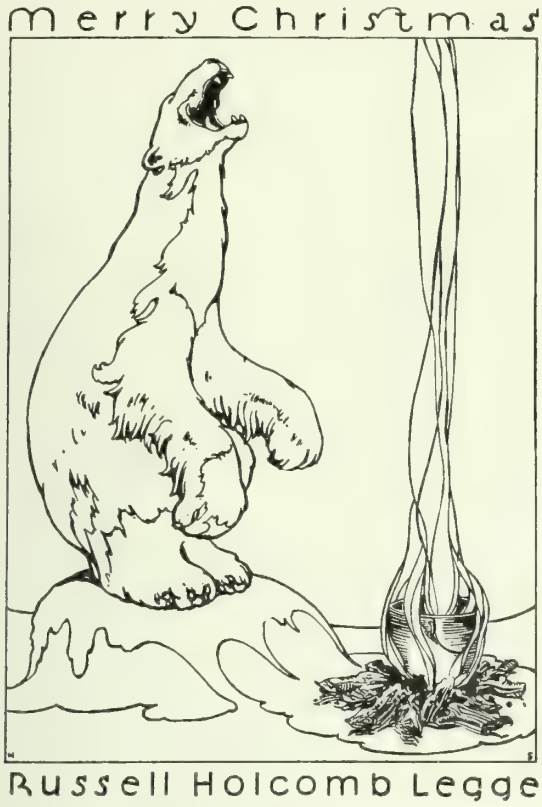
Deep etching.—Additional etching made necessary to secure proper printing depth where this cannot be accomplished by routing. Plates printed on soft paper or leather should be treated in this manner.

Intaglio plate.—An engraving from which the blacks of the original "copy" will print white and the whites black—made by a positive from the negative and printing the positive on the metal before etching. Sometimes referred to as "reverse" etching, which is an erroneous term.

Hand-tooling.—Any work done on the plate by use of an engraving tool, usually to accent high lights, or in outlining objects in close-cut or vignetted plates.

Embossing plate.—A plate cut or etched below its surface for the purpose of raising the design or image of the printed surface. Usually cut by hand in brass or etched on zinc.

Direct half-tones.—A half-tone made direct from the object or article itself and not from a photograph or drawing.



Zinc etching from a line drawing showing simple line treatment. Used extensively in newspapers or for use with rough-finished stock.



Zinc Etching from the same drawing with three separate Ben Day tints, viz., background, on the bear, and on the foreground. By examination the difference in each tint or screen will be observed.

These two illustrations show zinc plates from the same "copy"; One treated in lines only; the other with Ben Day Tints in background, foreground, and on the figure.

SOME DO'S AND DON'T'S IN ORDERING ENGRAVINGS.

Misunderstanding and mistakes will be avoided and much time and money saved if you are careful in marking your copies or giving your instructions. This is especially important if you are ordering by mail. If you are convenently located, it is always advisable to deal directly with a competent engraving salesman. He will take a personal interest in your work and will be able to advise you intelligently in case of doubt.

When drawings are necessary it is usually advisable to order same from the engraver as a staff of competent artists is maintained who are specialists in drawing for reproduction. In this way the responsibility for the final results (the printing plates) is definitely placed.

Be careful to call the different kinds of plates by the correct names. Don't order an "electro" when you mean a half-tone (this is a common error), or a half-tone when you mean a zinc etching.

Don't order an electrotype larger or smaller than the original. An electrotype is made from a wax mould—necessarily the same size as the original.

Don't demand unreasonable deliveries if you expect good work. From three days to a week is necessary to turn out a first-class half-tone engraving. Line plates require one or two days. In color work fifteen to thirty days are necessary to assure good results.

As an extra precaution, never order an engraving without stating the use for which it is intended. Also, indicate the stock to be used. If possible, submit sample.

To the average man an engraving is a "cut"—some thing to be bought in the open market at the lowest price. The man who is wise knows that there is no economy in cheap engravings. When you are in the market for engravings, take the engraver into your confidence and explain your wants, your expectations, and what medium or mediums you intend using. If he is competent, his advice is valuable and may save you trouble, disappointment and money. Employ only a first-class engraver, furnish good copy, and order engravings suited to the character of the medium. Do all this and you will have no regrets or disappointments.

Views on the Auditing of Canadian Circulations

A Subject Which is Occupying No Small Place at the Present Time in the Minds of Canadian Publishers and Advertisers—The Audit Bureau of Circulations, Chicago — Representative Canadian Opinion

SEVERAL things have occurred during the past year to make Canadian publishers very much alive to the matter of circulation audits. Chief among the forces at work to put circulation statements on a sounder basis is the Chicago organization known as the Audit Bureau of Circulations—familiarly known as the "A. B. C."

This Bureau is a co-operative body and not a private enterprise. Its officers, members and revenues are drawn from advertisers, advertising agencies and publishers. Its activities extend to both the United States and Canada. Its purpose was and is to consolidate various independent audit organizations or arrangements with a view to standardizing practices and to establish a single auditing service acceptable to all interests.

In the United States the Bureau is highly regarded. Since its organization in May, 1914, with 499 members, it has grown to have a membership of about 1,000. At the beginning it carried on a personal propaganda. To-day this practice of recruiting membership has been dropped. "By our works we have come to be known, and through every-day diligence and deeds, opinions of us have been quietly formed, and steadily has our membership increased" —so runs a paragraph in the Bureau's last annual report.

A. B. C. IN CANADA.

In Canada the Audit Bureau of Circulations has a representative but not a large membership. As per its last published Bulletin, the Canadians members are:

DAILY NEWSPAPERS:

Vancouver *Province.*	Winnipeg *Telegram.*
Vancouver *World.*	Winnipeg *Tribune.*
Calgary *Albertan.*	Berlin *News-Record.*
Calgary *Herald.*	Kingston *British Whig.*
Calgary *News-Telegram.*	London *Free Press.*
Edmonton *Journal.*	Ottawa *Citizen.*
Moose Jaw *News.*	Ottawa *Free Press.*
Moose Jaw *Times.*	Ottawa *Journal.*
Regina *Evening Standard.*	Stratford *Herald.*
Regina *Leader.*	St. Catharines *Standard.*
Saskatoon *Phoenix.*	Montreal *Le Devoir.*
Saskatoon *Star.*	Montreal *Mail.*
Winnipeg *Free Press.*	Montreal *Star.*

Halifax *Herald and Mail.*

WEEKLIES:

Toronto *Canadian Farm.* London *Farmers' Advocate.*
Toronto *Canadian Courier.* Montreal *Standard.*
Peterboro' *Farm & Dairy.* Winnipeg *Grain Growers' Guide.*

A significant omission is the Toronto dailies. Not one of Toronto's six dailies has sought membership in the Audit Bureau of Circulations. Nor has any of Canada's monthly magazines or business and technical publications become an A. B. C. member.

CIRCULATION AUDIT A LIVE ISSUE.

The majority of Canadian publishers commend the A. B. C. idea in principle, but many object to certain aspects of its workings. One great stumbling block in the way of a larger Canadian membership is the item of cost. This is excessive—so many Canadian publishers affirm. The cost of membership differs according to whether one is an advertiser, advertising agent or publisher. The charges are:

Advertisers: $200 annually for a complete service, or $50 for an all-Canada service.

Advertising Agents: $300 annually for a complete service; or $75 for an all-Canada service.

Publishers: Annual charges graded according to the class of publication (Magazine, Periodical, Newspaper, etc.); to amount of circulation; and, in the case of local advertisers, to the population of the city. The charges run from $25 per annum, in the case of local advertisers in cities of under 50,000 population, to $15 per week in the case of magazine and periodicals having circulation in excess of 1,000,000. A newspaper with from 50,000 to 100,000 circulation is taxed $5.00 a week.

These figures will suffice to indicate the nature and extent of membership charges.

THE SITUATION IN CANADA.

A year ago there was formed an Association of Canadian Advertisers, whose objects are largely protective in character. One of the avowed purposes of this Association is to investigate publishers' circulations, and to standardize methods of auditing, or, at any rate to standardize, if possible, the manner of stating circulations to advertisers. This Association on account of war conditions has not been very aggressive in extending its membership or in pursuing its objects. Recently, however, its officers had a conference with the Advertising Committee of the Canadian Press Association, looking forward to the possible formation of an independent auditing organization for Canada—this, not because the Chicago Audit Bureau of Circulations is not an adequate or commendable organization, but because it was felt that its proposals to Canadian publishers and advertisers are inequitable. It is betraying no secrets to say that the views of the Association of Canadian Advertisers and of the Canadian Press Association as represented by its Advertising Committee are at variance, chiefly on the question of who shall pay for the audit. Each would prefer to have the cost of an audit borne by the other, and overtures made looking forward to a compromise arrangement failed to produce a mutually acceptable proposal. Here the matter rests so far as these two organizations are concerned. But the whole question of a standard official Canadian audit is still very much to the fore, and will be a live issue at the annual meeting of the Canadian Press Association in September.

THE EDUCATION OF CANADIAN OPINION.

PRINTER AND PUBLISHER has felt it to be its duty to take cognizance of the situation that has been developed in this country in connection with the auditing of publishers' circulations. Hence this article on the subject at this time—a month or so before the Annual Meeting of the Canadian Press Association. Its object in dealing with this matter at this particular time is to inform, it may be, some publishers who hitherto may not have been very attentive to this question; and it may be, to prepare, if not to mould, publishers' opinion for the discussions which are certain to be a feature of the September assembly. If PRINTER AND PUBLISHER holds any positive views on the whole question of the auditing of circulations, they are withheld at this juncture. At the same time it is quite in order for PRINTER AND PUBLISHER to present at this stage

of the proceedings the opinions of Canadian publishers, advertisers and advertising agencies.

THE A. B. C.'S OWN STATEMENT.

Before, however, giving Canadian views on this matter, PRINTER AND PUBLISHER desires to let Mr. Russell Whitman, Managing Director of the Audit Bureau of Circulations, present his views, as contained in special correspondence on the subject. Mr. Whitman writes to PRINTER AND PUBLISHER as follows:

Personally, I feel that one big, strong association doing this work in both the States and Canada is by far the best, because through it we can have absolute uniformity and standardization, which cannot be secured by several organizations working independently.

I do not care to make an extended argument for the Audit Bureau at this time, for I believe that its work shows for itself and that when the service is as thoroughly understood in Canada as it is in this country, it will meet with the approval of advertisers, agents and publishers there.

I am sending you for your information, copy of the Report of the A.B.C. Board of Control to the Convention, and also copy of the proceedings of the Convention, together with the revised by-laws. You will notice we have provided for Associate membership, so that it will be possible in the future for an advertiser in Canada or an agent in Canada to receive service on all Canadian publications for $50 and $75 a year respectively, instead of $200 and $300 a year as under the old schedule.

The cost of the work on the part of the publishers is based on the actual cost of the audits, plus a fair proportion of the overhead, and can only be reduced as the costs are reduced through more rapid work on the part of auditors on account of efficiency and experience, and the saving of time through publishers keeping their records in better condition to give the required information and thus further lessening the time involved in auditing. As the Audit Bureau of Circulations is not organized for profit, it should be able to do the work more economically than equally satisfactory work could be done through independent sources. There is no reason for a less rate for publishers in Canada than in the States, because the work there would cost exactly the same. Judging from the experience of circulation audits in this country, I think it is absolutely established beyond question that in order to provide a sufficient revenue to do the work fairly and accurately and satisfactorily, the financial co-operation of the publisher is necessary.

Past experience in the States shows that the advertiser is unable to provide sufficient revenue to do the work on as broad and comprehensive a scale as it should be done, and I am sure this would prove to be the case in Canada also. The publisher is a manufacturer and has a certain commodity to sell, and there is no more reason why he should not pay to thoroughly establish the commodity he has to sell, than there is why any other manufacturer should put the burden of such cost on the buyer.

I think the ideal plan is that of the A.B.C., wherein the advertiser, agent and publisher, the three interested factors in the business, mutually contribute to the work and have a voice in the management and in guiding the work, so that the interests of all concerned may receive due consideration.

REPRESENTATIVE CANADIAN VIEWS.

The opinions which follow are from publishers of daily newspapers, religious publications, farm papers, and magazines. There is also the opinion of an advertiser and of an advertising agency. PRINTER AND PUBLISHER regrets that it has not received from the publishers in the far East and the far West of Canada correspondence on this subject. However, it can be assumed that the views of those whose correspondence has been received is representative.

The views of H. B. Muir, Advertising Manager, *Free Press*, London.

We know that our membership in the Audit Bureau of Circulations has been of practical value to us right from the start, and has been well worth the price.

From 40 to 45 per cent. of our business comes from the foreign field, and A. B. C. membership with us is just a matter of good business from the dollars and cents point of view.

One of the chief arguments we have heard against the membership of publishers is that those most benefitted are advertisers and agencies, and that the heavy end of the cost is borne by publishers; also that if agencies and advertisers want specific analyzed information such as given by the A. B. C., then they should pay for it, and not ask the publisher to pay for it.

We look at the matter in the light of a manufacturer who has a mighty good commodity to sell, and who, realizing his sales possibilities with distant buyers doesn't stop to dicker and argue as to who will pay the cost, within reason of course, of getting together, but spends the necessary money and gets the business.

The views of William G. Rook, President of *Canadian Home Journal*, Toronto:

The question of the advisability of a national publisher joining the A.B.C. is one that I have considered for many months and in my many visits amongst the largest advertisers, agencies and publishers in the United States, I am continually asking questions as to what the general opinion is concerning the use and standing of the A.B.C. as it would concern a Canadian publisher.

The consensus of opinion in my mind is that up to about a year and a half ago the A.B.C. gave promise of being of little account in the future, but since that time many of the leading agencies and advertisers have become members of the association and some have even gone so far as to refuse advertising to publishers that would not become members of the A.B.C. We believe it is now so strong in the United States that there is little question as to its being of considerable value to advertisers in general.

The stand taken by many advertisers has been that in the past they have had to be content with statements of circulation issued by the publisher, many of them have not been truthful, and for that reason it is difficult to know who tell the truth and who lie about their circulation. However, the audit of the A. B. C. is so thorough and reliable that both agencies and advertisers look upon it now as one of the blessings of the business and a means of removing unreliable circulation statements.

I believe that an audit of this nature must be made of the leading publications in Canada, and I will welcome the day when advertisers will accept the statement of the publisher, backed up by the A.B.C. or some other organization, as the truth regarding circulation.

I had almost decided to join the A. B. C. when a request was made at a recent meeting of the directors of the Canadian Press Association for recognition of the Canadian Advertisers Association, who purpose perfecting their organization and auditing the circulation statements of Canadian publishers. If this organization shows evidence of strength and can come to a suitable arrangement with Canadian publishers regarding the auditing of circulation statements then I for one would rather join the Canadian Association. Failing this, however, I feel so strongly on the matter, and the necessity of having the truth known of paid circulation, that I would strongly advocate Canadian publishers joining the A. B. C.

The truth about circulation should be told, and the sooner Canadian publishers put forth some concerted action along these lines the sooner will we gain the confidence of advertisers who wish to buy space in our publication.

The views of H. B. Cowan, Managing Director, *Farm and Dairy*, Peterboro:

In view of the fact that the Audit Bureau of Circulations has not yet made an audit of our circulations, I do not feel that I am in a position to make out a report concerning it.

I find that the reports of the Bureau are being followed by many National Advertisers of the United States including Advertising Agencies, and that they are accepted as authentic. This does away with the necessity for our preparing special affidavits for the many firms that used to ask for them. I find further that some of our Canadian Advertisers are also following these reports.

An organization such as the Audit Bureau of Circulations has been needed for a number of years. This being the first one organized we joined it immediately upon its inception and were, we believe, the first farm paper in Canada to do so.

If the Canadian Press Association can organize a similar Bureau which will have the same standing with Advertisers on both sides of the line, we will be willing to join it.

The views of M. E. Nichols, President and Managing Director, The Montreal *Daily Mail*:

The Audit Bureau of Circulations is a young institution and therefore on trial. We are firm believers in selling advertising space on the basis of known circulation, and it seems to us that the Audit Bureau of Circulations or some such auditing agency, whose audits would carry authority, are a necessary protection not only to advertisers but to newspapers which give honest circulation statements as well.

The *Daily Mail* was the first newspaper in Montreal to take membership in the Audit Bureau of Circulations. We must confess we were not entirely satisfied with the audit which they made in Montreal, though not in respect to our own newspaper. However, we are disposed to retain confidence in the Audit Bureau of Circulations, realizing that as a new institution too much cannot be expected of it. At all events there is no other agency that we know of, doing this work and we propose to continue our membership.

The views of W. J. Taylor, Publisher, *The Sentinel-Review*, Woodstock:

Speaking from the viewpoint of a publisher who has always taken the position that all circulation records should be open to the inspection of clients and prospective clients at all times, and as one who even goes so far as to say that a newspaper publisher who does not give accurate information in regard to circulation is guilty of obtaining money under false pretences, I have not yet been able to see any good reason why Canadian publishers should become members of the Audit Bureau of Circulations. If the Audit Bureau of Circulations were to pay the cost of investigating circulation statements, the case would be entirely different, but to ask a publisher who furnishes detailed statements of circulation, supported by affidavit month by month and year by year, who says to every client, either present or prospective, that his circulation books are open for their inspection and that he will facilitate the work of investigating the records so far as lies in our power—to pay for proving that his own affidavits are correct puts the publisher in an illogical and absurd position. Furthermore, the information that the Audit Bureau of Circulations undertakes to get for its clients is gotten for the benefit of its clients, and therefore should be paid for by its clients. To my mind the Audit Bureau of Circulations was organized and is being maintained largely for the purpose of making money for a few individuals, and I doubt whether the publishers of Canada will submit to this illogical proposition. I can readily see, of course, that it might be to the advantage of one publisher in the community to take out membership in the Bureau if he were absolutely certain that his competitor or contemporary, whichever you wish to call it, were to stay out of it; but were all the publishers in the community to go in—and that is what is likely to follow where one goes in—then there is no particular advantage for any of them. They merely all have the privilege of paying out five dollars every year for every thousand of circulation they possess. I sincerely trust that the publishers of Canada will give careful consideration to this matter before committing themselves to such an unbusiness-like proposition.

The views of James Dale, Business Manager, *Christian Guardian*, Toronto:

Am very sorry that my knowledge of the proposed Audit Board of Circulations is so limited that I would not care to express any opinion as to whether I thought it likely to be useful or otherwise. I have only heard of it in the most casual manner, and have never discussed it nor heard it discussed, so that I really have nothing to say in the matter. As a general principle, however, this kind of thing does not appeal very strongly to me, possibly because we are honest ourselves, and we take it for granted the other people are honest also. An audit by an independent man is to us of very little value. If we know a man is dishonest we do not take his word, and we know he would be sharp enough to cover up his dishonesty to an independent auditor, so what's the use of it?

The views of an anonymous correspondent:

The writer is one of those who for some years has advocated some sort of an audit bureau to deal with Canadian publications, and just now it looks as though we are to have such an organization. A number of the largest general advertisers in Canada organized some little time ago, under the name of "Association of Canadian Advertisers," and it is their purpose to conduct a regular audit of the circulations of Canadian publications—something that is very badly needed. We have done everything possible to encourage this movement for our own protection, and we are going to suggest that the Canadian Association endeavor to make some arrangement with the Audit Bureau of Circulations whereby this Bureau may have access to information compiled by the Canadian organization.

We believe the Audit Bureau of Circulations will do a wonderful work, but we believe just as strongly that Canada needs its own organization for the prupose of putting advertising on the proper basis in this country. We realize very strongly what an effect the operations of a Canadian organization would have, and that is why we hold out for this kind of service, instead of going in on the A. B. C., which we believe can never give anything like so effective a service to Canadian publishers and advertisers as they can get through a purely Canadian association.

The views of Isadore Simonski, General Manager, *Everywoman's World*, Toronto:

Some three or four weeks ago I was in Chicago, and on behalf of *Everywoman's World* went thoroughly into this matter with Mr. Whitman, who is manager of the A.B.C. As a result of my talk with that gentleman and of my first hand insight into the workings of the Bureau I became convinced that (from the publishers' view-point) the A.B.C. was an excellent proposition of its kind, its purpose being to co-operate with publishers as well as with advertisers. It aims to assist publishers to market space in their mediums on a commodity basis and to establish their values and rates beyond doubt or dispute. This is in marked contrast to the policies that have seemed to

me to dominate associations of advertisers and similar bodies which have sprung up from time to time in the past, whose attitude seemed antagonistic to publishers and whose purpose seemed to be to find opportunities for refuting publishers' statements of circulation, and to cast aspersions on their integrity.

At the same time I am not convinced that membership in the A.B.C. is sufficiently beneficial to the Canadian publisher to offset the cost of membership. We are asked to pay the same rate as has been set for American publishers, while we can receive only about one per cent. of the benefits that membership is supposed to confer.

Only one Canadian advertiser using space in *Everywoman's World* (the Canadian Pacific Railway) holds membership in the A.B.C. No Canadian advertising agencies are members and practically all the advertisers and agencies to whom I have spoken on the subject have either expressed ignorance of the Bureau or extreme indifference to it. I feel it is safe to assume that membership would gain us nothing as far as the Canadian field is concerned.

In the U.S.A. the situation is different. Several large advertisers and agencies are enthusiastic in the interests of the Association and would like to see every publication in which they use space become members.

But even these firms realize that A.B.C. rates are comparatively high to Canadian publishers, and I cannot think of any American advertiser who would be prejudiced against choosing a Canadian medium if it was not in the A.B.C. Membership in the A.B.C. might make it easier to get business from certain American advertisers, but it would not assure the publisher getting it.

My present viewpoint is that if the cost of membership in the A.B.C. is to be offset by the business of those American advertisers on whose lists we could be only by becoming members of the A.B.C., the cost of membership would be too great a proportion of the net returns from such business to make it worth while.

Business from the U.S.A. pays the Canadian publisher a very low net now because of special representatives' commissions and high selling expense. For a monthly magazine at least to further add several hundred dollars a year to the expense of securing American business could not be considered wise.

I understand that, on the basis of circulation, membership would cost *Everywoman's World* $260.00 per year, added to which we would have to pay the cost of our annual audit which is estimated roughly at $100.00. This could be considered very reasonable if the Bureau reports were to be of interest to even a reasonable number of the A.B.C. members who are advertisers. But only a very limited number of their members advertise in Canada at all.

The A.B.C. recently made a considerable reduction in the cost of membership for Canadian advertisers and agencies. No reduction was made in the cost to Canadian publishers. I understand that Mr. Whitman will be in Canada shortly and endeavor to influence Canadian publishers, advertisers and agencies to join. If sufficient of the latter two bodies do so, the proposition will interest us a good bit more than it does now.

Everywoman's World may, in deference to the wishes of its advertising division and United States representatives, apply for membership in the A.B.C. in the very near future. This notwithstanding the fact that we consider the cost of membership much too high. We will await, however, the decision of the annual meeting of the C.P.A. on this issue before taking any different action.

The views of B. H. Bramble, Advertising Manager, The Goodyear Tire and Rubber Co., Toronto:

Any discussion on the subject of auditing publishers' circulation statements or records seems to hinge on the question of who shall pay the expense of such audits—the publisher, the advertiser, or both? This in turn leads to the consideration of who wants the audit. To be sure many publishers, and most advertisers, would like the circulation statement of every publication in Canada audited by a properly recognized, competent auditor. However as it is not possible to compel any publisher to submit to an audit, the auditing of the circulation statement of any publication can only be done upon the invitation of the publisher.

It is a reasonable assumption that no publisher will apply for an audit without knowing beforehand that it is going to confirm, and not disprove, his previously issued statement of circulation. This being the case many advertisers feel that, as a general proposition, the only circulation records which are likely to be audited will be those of publications about which no doubt exists in the mind of the advertiser.

From the promotion literature an advertiser receives from various publications throughout the Dominion, it would appear that the sworn circulation statements of many reputable newspapers are more frequently questioned and doubted by rival publishers than by advertisers.

It may happen that the circulation statement of one daily newspaper in a certain large city is questioned by the publisher of a rival paper in the same city. It is probable that, previous to this, no advertiser has ever doubted the circulation statement of either paper. Publisher Number One promptly retaliates by casting reflections on the veracity of Publisher Number Two. Publisher Number Two replies by having his circulation records audited, and Publisher Number One immediately does likewise—with the result that the statements of both papers are found to be correct.

As far as daily newspapers in Canada are concerned, something like the foregoing seems to have been the cause of most of the audits, and applications for audit, that have been made so far. In cases of this kind it is obvious that it is the publisher who wants the audit; because he has his records audited to refute the charges of a rival publisher—not at the request of any advertiser.

There are many publications the circulation records of which advertisers would like to have audited. Unfortunately it is doubtful if many of these would submit to an audit unless they were forced to it through all their competitors applying for audits—meanwhile, of course, a vigorous circulation campaign would be carried on. But why should the advertiser contribute towards the expenses of auditing the records of a large number of publications, the circulations of which he does not question, in order to force one or two doubtful publications to apply for audits? It is so much easier (and probably just as safe) to omit the few doubtful publications from the list—there is no lack of media to choose from. Of course, an advertiser may do an injustice to a publication by omitting it from his list because he doubts the publisher's circulation statement, when, as a matter of fact, that statement may be absolutely accurate.

If the publisher in question desires to have his records audited in order to prove his circulation statement and so sell space to that advertiser, is it reasonable to ask the advertiser to contribute towards the cost of that audit? If all publishers claim (as many do) that advertisers should pay all, or at any rate part, of the cost of audits, how is it proposed to collect this money from the advertisers? It is obviously unfair to expect any association of advertisers to shoulder this expense unless every advertiser in Canada is a member of that association. Any association which

represented the interests of advertisers would, at the best, include only a small percentage of all the advertisers in Canada.

The grocer has to pay a fee to have the accuracy of his scales certified by a government inspector. He does not ask any two or three of his customers to pay all or part of this fee. Instead he charges it to all his customers by adding it to his overhead. In this way every customer pays a fair share, indirectly, when making a purchase. If the auditing of circulation reports is to become general, why should not the publisher make each advertiser pay a proper share by following the grocer's example? The publisher already does this in the matter of agency commissions which involve a great deal more money than an audit.

The views of J. Walter Thompson Co. Advertising Agency, New York, Toronto, etc.:

We believe the A.B.C. reports are the best means devised for keeping track of circulation. What makes it more particularly valuable to us is the fact that they enable us to make a fair comparison of circulation of papers in the same city.

We have discovered only one point that needs to be fixed up to make them as nearly right as it is possible to get them, and that is the matter of "Suburban " circulation as compared to "City" circulation and "Country" circulation.

We believe the A.B.C. people should carefully consider each city, taking the matter up with the publishers or business managers of the newspapers published there and decide on just what is meant by "City," "Suburban" and "Country" circulation in that particular city.

We cannot make it a general rule because conditions in Syracuse, N.Y., for instance, are very different from conditions in Oklahoma City. Okla. We see no reason why Mr. Whitman of the A.B.C. cannot get the publishers of the different newspapers to agree on the territory which should be considered as the "City" and the radius of the "Suburban" territory.

We, of course, file the statements as soon as they are received, and refer to them continually when making up plans and estimates.

* * *

It will be seen from the foregoing how diverse are the views of keenly-interested men; also to what extent the Audit Bureau of Circulations has succeeded and has failed to "sell" its idea and service to Canadian publishers and others.

C.P.A. Annual Meeting

THE 57th Annual Meeting of the Canadian Press Association is to be held at Toronto on Thursday and Friday, September 2nd and 3rd, and arrangements for it are progressing very satisfactorily.

THE DAILIES SECTION.

Dr. Talcott Williams, Director and Professor of Journalism, Columbia University, New York City, has accepted an invitation to deliver addresses at the sessions of the General Association and the Daily Section, respectively. Before the General Association Dean Williams will speak on "The Press and the Public." It is planned to have this address followed by a symposium on "The Desirability of Establishing a School of Journalism in connection with one or more of our Canadian universities," and it is hoped to have the discussion introduced by Dr. R. A. Falconer, President of the University of Toronto. The symposium will be participated in by a number of prominent Canadian journalists. Dean Williams' subject before the Daily Section will be "A Page of Advertising."

Another prominent speaker who has been invited is Mr. W. A. Thomson, Director of the Bureau of Advertising of the A. N. P. A., who is also being asked to give two addresses, one before the General Association and one at the meeting of the Daily Section. It is hoped that Mr. Thomson's addresses will further stimulate the interest of Canadian publishers in the promotion of advertising through the medium of a co-operative press association, a work that has already been commenced in Canada by the Canadian Press Association with satisfactory results.

THE WEEKLIES SECTION.

Definite word has been received from Mr. E. K. Whiting of the "Journal-Chronicle," Owatonna, Minn., who has gained considerable popularity as a leader of helpful discussions at press conventions in his own and neighboring states, that he will be present at the meeting. Mr. Whiting has made a close study of newspaper costs from the standpoint of a weekly newspaper publisher and has also taken a prominent part in the movement in his state to increase subscription rates and his leadership of discussions on these topics should add great strength to the programme of the Weekly Section at this year's meeting.

An important item of constructive work that will find a place in the programme is the consideration, and it is hoped adoption, of Standards of Practice in matters relating to advertising. There will also be other items of constructive work to be considered by the individual sections and the General Association, and the programme also includes a number of addresses by prominent Canadian publishers and several discussions on topics of very special interest.

TRADE AND CLASS SECTION.

Particularly strong and attractive is the programme of the Trade and Class Section, many matters of first-class interest and importance being scheduled for discussion.

CIRCULATION AUDITS.

A live subject which will be discussed at the sessions of more than one section will be the matter of circulation audits, with particular reference to the service and proposals of the Audit Bureau of Circulations. In this connection the contributed opinion of publishers and others to be found elsewhere in this issue of PRINTER AND PUBLISHER will be found excellent reading, and should go far towards educating and shaping the views of those members of the C. P. A. who may take part in the discussions at the Annual Meeting.

Splendidly appointed quarters have been secured for the meeting in the Assembly Rooms of the Toronto Board of Trade, which are located on the nineteenth floor of the Royal Bank Building at the corner of King and Yonge Sts.

MEETING OF CANADIAN PRESS.

A meeting of Canadian Press, Limited, is called for Wednesday, September 1, in the Council Chamber of the Board of Trade. The holding of this meeting a day previous to the meeting of the Canadian Press Association should help to swell the attendance at both gatherings. Another fact that should result in a larger than usual attendance at both meetings is that the dates set are in the first week of the Canadian National Exhibition and Saturday, September 4, has been set aside as Press Day, when visiting newspaper men are invited to be the guests of the Board of Directors of the Exhibition at luncheon and also enjoy privileges during the day.

Building a Nation of Better Printers

What the New Central Technical School of Toronto is Doing for the Cause of Good Printing Under the Able Instructorship of Walter H. Handley



WALTER H. HANDLEY,
Instructor the Technical School of Printing.

GO INTO almost any printing office in the country and you will find existent in some degree one vital point in the question of trade improvement: the grave lack of men who can think, and think at the right time; who can visualize the whole piece of work in its completeness and just how their own portion fits into the mosaic of the finished production; who understand the usefulness and possibilities of their materials, and how and why they should be applied to the work in hand.

The cause of this condition may easily be traced back to the years when these men were preparing themselves for the business of printing.

Years ago the boy who applied to the printer for a job did so largely because he was anxious to obtain the privilege of learning a trade. He started off with that ambition and aim firmly in mind. Conditions were such that at least some definite attention and instruction could be given him, and by the time apprentice days were over he usually had acquired a good general working knowledge of the trade.

THE MODERN BOY'S NEGLECT.

The boy to-day starts off with a different motive. To have a job and earn money is to him the all-important thing, without considering, seriously at least, to what goal or position in life that job may lead him.

On the other hand, the extensive improvements made in the operation of the printing business during the past decade, the tendency toward individual specialization, the development of system and time records, have limited the apprentices' opportunities of acquiring from his fellows and overseers a competent understanding of the craft. Conditions do not permit him to be taken in hand methodically and his mind schooled to think and plan and express its own individuality. He is shifted promiscuously from one unimportant thing to another and must gain what knowledge and principles of the business he can largely from his own efforts.

It requires no stretching of the imagination to see the point to which this lack of attention to the proper schooling of apprentices is heading the printing business. The keynote of the great advertising convention in Chicago last month was — The increased responsibility of advertising. Advertising and printing being so closely associated in their aims and purposes, the printer may well apply their principles directly to his own business. The responsibility of printing, the demand that it be imbued with force and influence, that it make good, is a call, a challenge to printers to see that the supply of men who can think and create is constantly kept adequate.

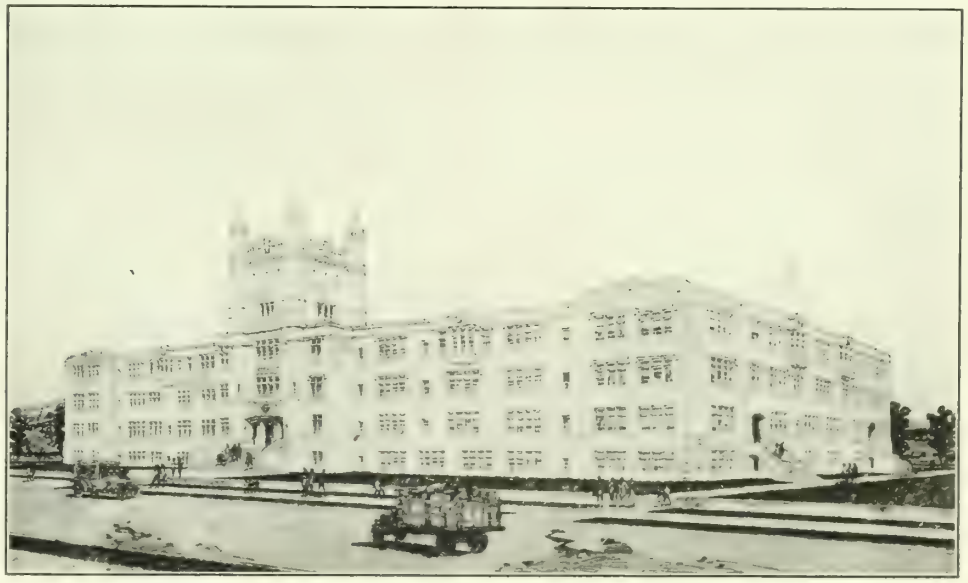
EDUCATION FOR PRINTERS.

Three years ago the Toronto Board of Education took steps to assist the printer to secure this supply of human material by opening the Apprentices' School of Printing as a department of the Toronto Technical School. Their aim was not to relieve the printer of all responsiblity so far as apprentices were concerned. Rather the purpose was largely to accelerate the efforts of the printer and place at his disposal means whereby apprentices working at the trade can for certain periods of the week be under the personal guidance of a practical teacher.

The school has been a success since its inception. Starting with a comparatively small number of boys it has attained at the present time an enrolment of eighty-three. The attendants are divided into two separate classes with day and evening sessions. With the removal of the Technical School to its new building, just completed, a carefully selected equipment having a cost of $15,000 will be placed at the disposal of the classes.

The school does not assume to be able to teach the boys in four or five years all they ought to know about the printing trade. It realizes that all printing knowledge is never completely acquired. A thorough grounding in fundamental principles and practice, however, puts the boy in proper condition to assimilate future knowledge.

The course followed at the school covers thoroughly every phase of the practical side of the trade that is likely to be of any assistance in future work. It leads the student from the simple stage of learning the case and setting straight matter, through the various forms of composition



The new Toronto Central Technical School, which opens in September. The site, building and equipment represent an investment of nearly $2,000,000. The printing plant cost $15,000. The institution is unique among the technical schools of Europe and America.

and imposition, up to the more theoretical phases of design and harmony upon the acquisition of which his individuality and initiative are given opportunity for expression.

An idea of the practical value of the course may be gained from the rough summary of the lessons as follows: The practical work includes learning the case, setting of straight matter, tabular matter, composition of envelope corners, letterheads, bill-heads, statements, business cards, tickets, menus, programmes, cover pages, title pages, advertisements, catalogues, book pages, imposition of four, eight, twelve, sixteen, twenty-four and thirty-two-page forms, imposition of forms for folding machine, layout of booklets and books, platen and cylinder presswork and make-ready are also included in this portion of the course. The section of free-hand drawing takes in Roman capitals, lower case and italic in pencil and ink, Gothic alphabets, Old English alphabets, title page design, cover page design, hand-lettered advertisements, hand-lettered letterheads, etc. The portion on design and harmony covers balancing measures, proportion, tone harmony, shape harmony, preliminary sketches or arrangement of lines and masses, color harmony. The section on English includes punctuation, proofreaders' marks and their meaning, use of capital letters, type faces and their use, the question of spacing, the question of display, the use of decoration.

A NEW SPIRIT IN BOYS.

One most encouraging phase of the work is the attitude of the boys toward it. If you have ever noticed the spirit of a group of boys out to see the sights of a circus, with ears open and eyes agog to catch everything that is going, you will understand the attitude with which they approach their lessons. The boy feels he is learning something of direct benefit to himself, the nature of the work itself is absorbingly interesting, and the spirit of accomplishment and even rivalry is apparent among the classes.

The moral effect of this attitude upon the boy is bound to show unmistakably in his work and sooner or later will have its effect on the industry as a whole. Under this spirit the printing business loses its drudgery and monotony. The boy is changed from artisan to artist. He becomes a creator, a moulder of ideas and form and effect. He sees far beyond the dull prosaic words of copy, to the possibilities that lie within it.

Paper, to him, takes on a new meaning. Where before he may have viewed it only as a necessary means of conveying the impressions of type with ink, he now sees it as a vehicle for the expression of varying ideas, of endless shades of beauty and effect and influence. Ink, to him, has a similar significance, and with subtle deftness and precision he manipulates the vital power of color to express the images and creations of his mind.

When his course of study is completed the boy goes on with his practical work with a mind trained to think and create for itself; a mind able to act upon its own initiative, rather than continually depend on the opinions and judgment of others.

It is men such as this that the printing business is in dire need of and thorough education is the only means of developing them. The time is not far hence when employing printers will come to depend almost entirely on outside schools of printing for the men and brains with which to equip their workrooms.

The Censorship in Canada

That there are to be important changes in censorship methods in Canada is fore-shadowed by recent happenings. Hitherto the only action taken by the authorities has been to issue suggestions to the publishers from time to time, as to the inadvisability of printing such and such information. Latterly there have been developments, particularly in the West, which have made it necessary for the Government to prepare machinery for more drastic treatment of the situation. Not that the regular press of the country is not abiding by the requests of the censor, but there are certain publications circulating among foreign settlements which are publishing matter that is deemed dangerous. One of the worst papers, that is, of a distinct pro-German view, is the *Irish World and American Liberator.* It is printed in New York.

It is understood that an order-in-council is being prepared which will enable the Government to deal effectively with the whole question of censorship. The press has been called upon to make suggestions and such regulations as will be put into force will receive the hearty support of publishers.

Canada's Output of News Print

The new plant of the Abitibi Power & Paper Co., at Iroquois Falls, Canada, is extended to produce enough news print to swell the output in Canada to 2,000 tons a day. By the end of September, when the full complement of machines is at work, the mill is expected to produce 225 tons a day. The market for news print continues fair, but any fresh business is largely export. On the whole, the news print mills of Canada have come through the first year of the war with earnings increased, owing to steady demand. This is particularly true of the six plants which cater to interests outside of the Dominion.

Consumption of Paper in the United States

For the first five months of 1915, the recorded consumption of paper in the United States is much below that for the corresponding period of last year.

One interesting thing in connection with the consumption of news print, as indicated by the record as given following is that there seems, in spite of war and supposed increased newspaper circulations to be a much lesser consumption of paper than in normal times. Many of us have thought that the stimulation of circulations as the result of acute war interest would have led to an increase in the consumption of news print. However, the figures as given would seem to indicate that smaller papers are being published and possibly fewer of them. The figures are as follows:

	News (Tons).		Book (Tons).		Writing (Tons).		Wrapping (Tons).		Board (Tons).		Tissue (Tons).	
	1914.	1915.	1914.	1915.	1914.	1915.	1914.	1915.	1914.	1915.	1914.	1915.
January	118,441	86,666	53,365	45,107	14,348	13,186	47,507	39,867	71,598	45,804	5,877	4,813
February	105,623	74,987	48,433	43,776	14,306	11,068	44,403	39,052	64,221	42,753	5,539	4,716
March	114,623	81,722	54,078	49,754	15,493	11,571	45,759	41,685	70,159	49,585	5,984	5,216
April	117,113	84,899	53,708	48,187	16,160	12,258	46,215	.....	73,451	49,387	6,071	....
May	113,554	80,853	51,881	46,581	13,986	15,178	44,799	.....	71,946	.....	5,668	....

Ideas Which Have Brought Home the Bacon

Canadian Publishers from Atlantic to Pacific Sitting Up at Nights to Think Out Ideas—Ideas that Others Can Work—Ideas that Others Should Not Work

THE VIRUS is working. Scores of newspaper publishers in Canada are developing special advertising on special ideas. The reward to them lies not alone in the extra money earned, but even more in the joy of achievement and the growth in power which goes with successful accomplishment.
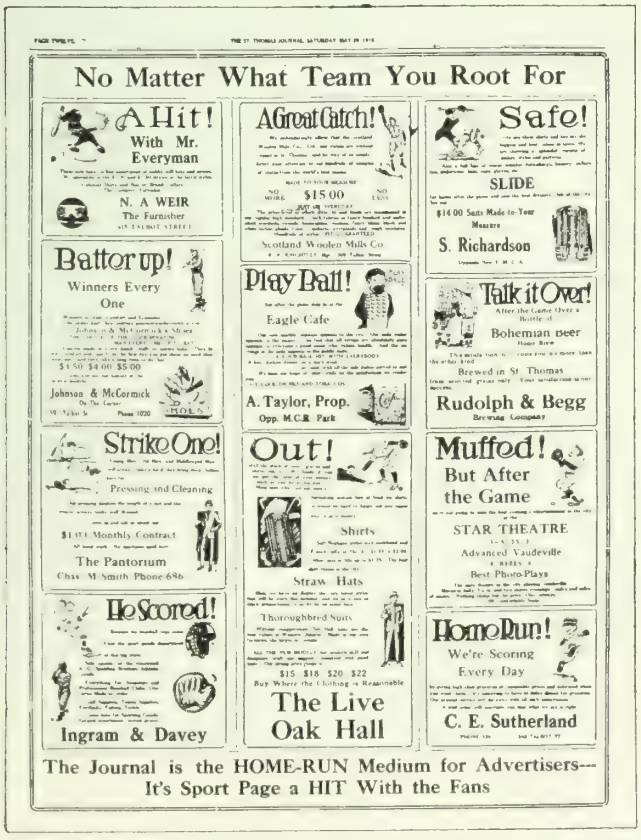
Some of the "Stunts" of publishers and advertising managers are time-worn, but this is no discredit. If they bring in the money, they are quite as good as brand new ideas, and the very fact that they have proved themselves workable and attractive is sufficient warrant for their continued use.

PAGES OF ADVERTISING.

It may help some weak or unimaginative brother if PRINTER AND PUBLISHER recounts some of the ideas that are being converted into money by publishers in all parts of Canada. Usually in the cases cited, the advertising in its grouping and amount make up a complete page, excepting a small portion which is devoted to sympathetic letter-press.

Farmers' Benefit Day—Worked by the Collingwood papers. An obvious variation of the Dollar Day. The amount of advertising this idea developed must have delighted the local publishers.

Wedding Presents for the June Bride—The Daily Echo, Halifax.—A page of solid advertising of merchandise and service likely to appeal to brides.



This "stunt" page is shown, not for its merits, but to help the reader to understand the better the criticisms made of it in the article appearing on this page.

Timely Topics in the World of Motoring.—The Daily Echo, Halifax.—A page of Automobile and accessory advertising and letter press.

Saskatchewan's Popular Summer Resorts.—The Regina *Leader.*—A page of advertising and letter press.

Guaranteed Pure Food Page.—A weekly feature of The Winnipeg *Telegram.* A WindowTrimming Contest is a feature of this page; also a one or two line directory of Pure Food grocers.

Summer Resorts Page—The Ottawa *Evening Journal.*—News of the resorts near Ottawa. Advertising is miscellaneous, relating to summer items.

Automobile Page.—Stratford *Daily Beacon.*

Phone Your Orders.—Halifax *Daily Echo.*—Featuring the telephone numbers of local business firms.

Straw Hat Day—Halifax *Daily Echo.*—All the advertising was of firms selling straw hats.

Greater Winnipeg—Manitoba *Free Press.*—A Made-in-Greater Winnipeg special issue—in two-colors. Slogans formed a running caption at the top of every page—"Fellowship in Trade is Vital to Winnipeg's Prosperity," "Industries build a solid foundation for a city," "Be posted on 'Made-in-Winnipeg' before shopping," and so on. Many illuminating special articles relating to Winnipeg and her industries gave support and point to the contiguous advertising.

Dollar Day—Cornwall *Freeholder*, New Glasgow *Evening News*, Owen Sound *Sun.*

A Shower of Money-Saving Bargains—The Stratford *Daily Herald.*—The *Herald's* economy page for Saturday shoppers.

Buy It At Home—The Sydney *Record.*—A page of local advertising.

Sporting—The Evening Record, Windsor.—A page of sports, pastimes and recreation advertising.

No Matter What Team You Root For—The St. Thomas *Journal.*—A page of advertisements built on the vernacular of baseball—"A Hit," "Batter Up," "Strike One," "He Scored," "Safe," etc., concluding with a "clincher."—"The *Journal* is the HOME-RUN Medium for Advertisers—It's Sport Page is a HIT with the Fans."

Builders' Page—The Evening Record, Windsor, and the St. Thomas *Daily Times.* A regular series feature, consisting of letter press description of houses of various styles, illustrated, and of the advertising of local supply firms.

Photo Play Review—The Daily Province, Vancouver.—An edited page dealing with "What's on" in Motion Picture Theatres.

These ideas are not all of equal merit. Some of them represent a strained effort to capture advertising. Also, viewed on their typographical side, some of the pages are very faulty.

DANGER IN IDEAS.

Take the baseball page referred to above, by way of example, in which the advertising is built on "fan's" language—"A Hit," "Batter Up," etc. The inevitable tendency of the reader whose attention is captured by a page of this nature is to skip from one advertisement to

another without reading any, just to see what baseball expressions have been employed; and when the whole page is scanned in this way, the attention and mind are satisfied; that is, both eyes and mind are very willing to pass on to another page. True, some will read some or all of the advertising built round these baseball terms—but even so, the mind, in its effort to relate the phrasing of the advertising to the inspiring word is not at all in the ideal condition to absorb and retain the message of the advertiser, and so the advertiser fails in a sense to get full value for his money.

As a *selling* idea, this baseball conceit was doubtless very successful; that is, it doubtless caught the fancy of those solicited and resulted in a quick response. But this sort of success is dangerous, for there is likely to be a "back-kick" in it: the advertiser sooner or later will wake up to the fact that *results* are disappointing, and so many acquire a disbelief in the efficacy of advertising, and become a non-advertiser for years. The conclusion is that to try to catch a horse with a sieve in which there are no oats may meet with one success and twenty failures. The wrong use of good ideas and notable seeming success with wrong ideas are equally to be avoided.

Much more can be wriiten on this aspect of advertising ideas, but what has been said must suffice for this time. What has been aimed at is to just give a hint to ears that can hear and minds that can understand that the success



Illustrating the headings of several Special Feature pages of advertising which have appeared recently in Canadian newspapers. Papers from Halifax to Vancouver are represented.

that lies near at hand—on the surface, as it were—is very often very wisely rejected in favor of a larger and more enduring success purchased with an outlay of greater efforts and a greater sincerity of purpose.

The Cost System Principle

THE WORK that has been done by printers' cost congress in the last few years has been something tremendous, and out of it is being developed certain principles that will ultimately constitute our standard cost and accounting system.

In that work these facts have been established:

First.—That no matter what a printer manufactures, the elements of operation always reduce themselves to the same three bases, namely, *labor, material* and *expense,* three identical factors in all accounting work.

Second.—The accounting of investments and depreciations should be identical in every printing office.

Third.—To secure uniformity of costs, the repairs in a plant should no longer be charged to expense but to depreciation.

Fourth.—As labor, material and expense constitute the unit of the measure for costs of production, the total monthly value of these for any plant must be converted into actual inventoried assets each month.

Fifth.—The "commercial operations" of a printshop, covering all the costs of the selling department, with all the incidental expenses attached to the operation of that department, have absolutely nothing to do with the production, or the cost of same; therefore, manufacturing-cost accountings must be absolutely separate from the costs of "commercial operations."

Sixth.—As costs divide themselves into two distinct phases—those which are direct and those which are indirect—these latter must in turn be absorbed into direct costs of production; and a careful departmental distribution of these expenses through controlling accounts in which the variables in factory overheads are distributed so as to make the costs of production uniform is of the utmost importance.—*Isaac H. Blanchard, New York.*

A Handbook of the Fourth Estate

NEWSPAPER directories, are, as a general thing, more valuable than interesting, and not always are they even valuable. Quickly-thrown-together information unguided in its arrangement and matter by sympathy with the user's requirements is vexatious.

A newspaper directory quite out of the ordinary is "Sell's World's Press," now in its 34th edition. In this year's issue Canadian interests occupy a pleasing amount of space.

A review of the Canadian Press in 1915 is provided by the editor of the volume, being an impression regarding Dominion newspaper prospects. Then follows a chapter entitled "Dominion 'Briefs,'" consisting of facts and figures about Canadian papers. W. R. McCurdy, editor of the Halifax *Herald* discusses the right of an editor to refuse to reveal the identity of a contributor. The Canadian Press Association, and The Canadian Press Gallery are the subjects of other chapters.

Other highly interesting contributions are:

The Censorship.
Newspaper Circulations and The War.
The Press and Spelling Reform.
"Fleet Street Familiars."
A Bibliography of Journalism.
The Woman as Reader.

The publishers, Messrs. Sells, Ltd., London, Eng., are to be complimented on this remarkably fresh and virile issue of their "Handbook of The Fourth Estate."

Canada: Analysis of Population. Figures of Significance to Advertisers

(Provinces Arranged from West to East)

Prepared by John C. Kirkwood

		British Columbia	Alberta	Saskatchewan.	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	Summary
Population by Provinces:...		500,000	500,000	600,000	560,000	2,860,000	2,190,000	370,000	500,000	94,000	8,174,000
(Estimated, 1915)		—6%	—6%	7.3%	—7%	35%	26.8%	4.5%	6%	1.3%	
Urban (5,000 and over)		268,600	197,600	133,877	225,415	1,211,801	895,808	82,208	138,923	12,000	3,166,232
		—53%	39%	—22%	—40%	42%	—40%	22%	27%	13%	37%
Rural (including places of		231,400	302,400	466,123	334,585	1,648,199	1,294,192	287,792	361,077	82,000	5,007,768
under 5,000)		47%	61%	78%	—60%	—58%	—60%	—78%	73%	87%	63%
Community Centres—											
500,000 and over .....No.		.....	.....	.....	.....	1	1	.....	.....	.....	2
	Pop.	.....	.....	.....	.....	500,000	641,607	.....	.....	.....	1,141,607
	%	.....	.....	.....	.....	17%	29%	.....	.....	.....	14%
100,000 and over .... No.		1	.....	.....	1	2	.....	.....	.....	.....	4
	Pop.	161,700	.....	.....	225,000	200,988	.....	.....	.....	.....	587,688
	%	—32%	.....	.....	—40%	7%	.....	.....	.....	.....	=7.2%
50,000 and over ..... No.		1	2	1	.....	1	1	1	1	.....	8
	Pop.	50,000	150,000	50,000	.....	60,000	90,000	56,000	50,000	.....	506,000
	%	—10%	—30%	8.3%	.....	—2.1%	4.1%	15%	10%	.....	6%
20,000 and over ..... No.		.....	.....	2	.....	5	2	.....	1	.....	10
	Pop.	.....	.....	52,527	.....	116,249	40,684	.....	17,601	.....	227,061
	%	.....	.....	=8.6%	.....	=4%	1.9%	.....	3.5%	.....	2.7%
10,000 and over ..... No.		1	2	1	2	15	5	1	2	1	30
	Pop.	18,000	30,600	15,000	28,685	203,940	74,500	14,000	27,200	12,000	423,925
	%	—3.6%	—6%	—2.5%	5%	7%	3.4%	3.8%	5.4%	12.8%	5.43%
5,000 and over ..... No.		4	2	3	2	22	7	2	7	.....	49
	Pop.	28,900	12,000	16,350	12,000	135,598	49,017	12,208	44,122	.....	310,195
	%	—5.8%	—2.4%	2.7%	—2.14%	—4.74%	2.24%	2.24%	—8.8%	.....	3.8%
Community Centres.. under 10,000 in which newspapers are published, and the population served by them.	No.	58	79	159	68	288	47	16	33	1	749
	Pop.	260,300	314,400	482,473	346,585	1,783,797	1,343,209	300,000	105,199	82,000	5,317,963
	%	52%	63%	80%	—62%	62%	61%	81%	81%	90%	65%

NOTE: This table should be preserved by Advertisers and Advertising Agencies. It indicates the distribution of Canada's population; shows, by provinces, the location of major and minor cities; and demonstrates the importance of using the newspapers published in the smaller centres of population (under 10,000). Only 35% of Canada's population resides in cities, leaving 65% dwelling in what may be called rural communities. Of community centres of 10,000 and over there are 54; of community centres of under 10,000 in which newspapers are published, there are 749. To neglect the cultivation of the rural community field is to leave almost two-thirds of Canada's population practically uncanvassed.

THE RESET ADVERTISEMENTS

THAT excellence in an advertisement requires more than good display is evidenced by a comparison of the original and reset specimens of Example 1. Excellence also insists that the display convey the true spirit of the text. The bare words of the copy call for an atmosphere of lightness, coolness, with perhaps the suggestion of quality. The reset shows how a light, open type face, displayed with plenty of white space, impresses one with the idea of coolness and helps to carry the conviction that the goods advertised will produce that result. It also explodes the time-worn fallacy that an advertisement must be emblazoned with big, black type before it becomes impressive.

STRENGTH LIES IN SIMPLICITY.

As the reader glances over the advertising pages, conservation of his time and attention is highly desirable if we wish the advertising message to "sink in." A straightforward display, free from trickery and fussy decoration, is the surest means of attaining that end. Example 2 and the reset serve well to illustrate this point. Leave it to the arrangement of the type itself to secure distinction in display.

Orderliness and form, however simply achieved, catch the eye and hold it, whereas loose, unconnected groups will fail to interest. This is forcibly brought out when the original of example 3 is compared with the reset. The trouble is probably caused by having set the solid matter too wide and too small to begin with.

A compositor cannot overlook apparent trifles of display without losing something in the final effect. The reset improves the attractiveness of Example 4 by the use of a border that separates it from all surrounding matter, a pleasing indention of solid portions and better display of the sub-heading.

Example 5 undoubtedly called for a distinctive and somewhat "dressy" effect. The compositor endeavored to secure distinction by the use of a broad band of white space and an inner panel which cramped the type matter. Notice the freedom of line, and feeling of comfort and ease that accompany the reset.
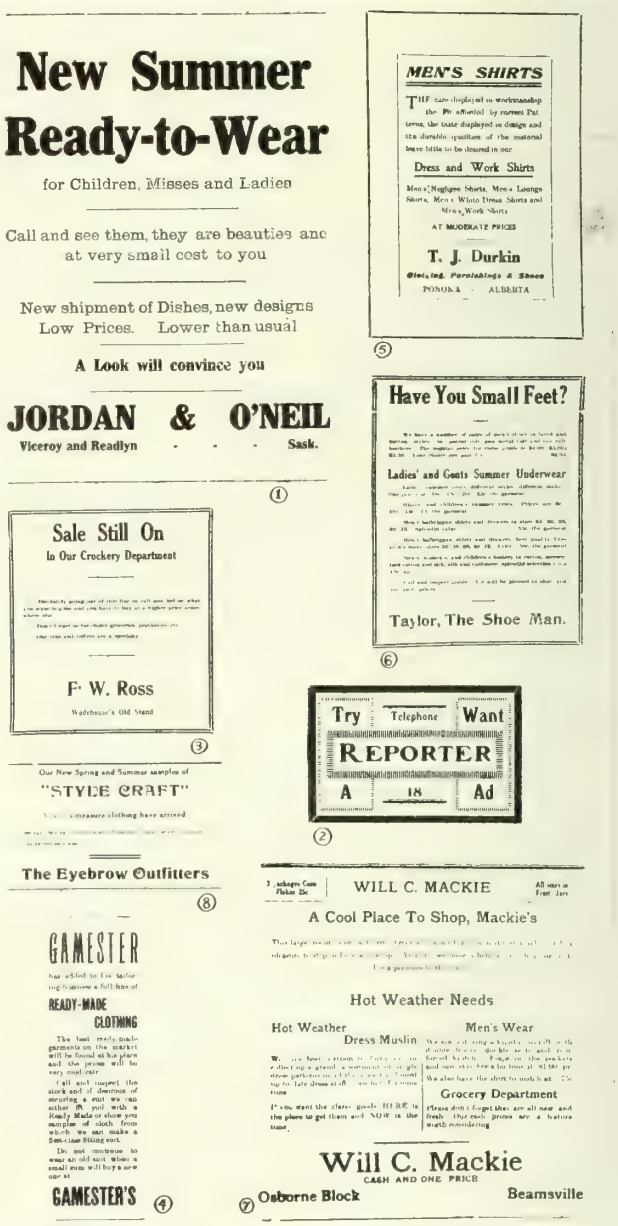
THE ESSENTIALS OF GOOD TYPOGRAPHY.

People do like to be spoken to pleasantly and connectedly, and in a manner that makes it easy to listen. This holds good in advertising display as well as ordinary conversation. By a better adjustment of white space and doubling up of long lines of type, the reset of example 6 accomplishes this for the advertisement reader.

Many otherwise good advertisements have their display spoiled more by a feeling of looseness and lack of unity than from any other cause. The trouble lies in the spacing of the lines and groups and in the selection of the right size of type to fill out the ad. Compare the original of example 7 with the reset.

Example 8 is another instance where a lack of orderliness or form combined with a loose appearance repulses the eye and causes it to skip over to something more inviting. The reset has achieved orderliness and unity by a consistent grouping of the natural divisions of the copy.

Summing up the requirements of an advertisement from those reviewed herewith, the vitally necessary point is to catch the right spirit of the copy and make sure the display and arrangement convey it faithfully. The next important thing is to see that your arrangement possesses shape, or comeliness of form; while more care in the spacing of groups and lines makes a good third or final point.



The advertisements which furnished copy for the reset suggestions in the insert accompanying this article.

New Summer Ready-to-Wear

for Children, Misses and Ladies

Call and see them, they are beauties and at very small cost to you.

New shipment of Dishes, new designs. Low prices. Lower than usual.

A LOOK WILL CONVINCE YOU

Jordan & O'Neil

Viceroy and Readlyn, Sask.

[EXAMPLE 1]

Try a

REPORTER

Want Ad

Phone 18

[EXAMPLE 2]

SALE STILL ON

In Our Crockery Department

Absolutely going out of this line, so call now before what you want is gone and you have to buy at a higher price somewhere else.

Don't forget us for choice groceries, provisions, etc.

Our teas and coffees are a specialty.

F. W. ROSS

WODEHOUSE'S OLD STAND

[EXAMPLE 3]

GAMESTER

has added to his tailoring business a full line of

READY-MADE CLOTHING

The best ready-made garments on the market will be found at his place and the prices will be very moderate.

Call and inspect the stock and if desirous of securing a suit we can either fit you with a Ready-Made or show you samples of cloth from which we can make a first-class fitting suit.

Do not continue to wear an old suit when a small sum will buy a new one at

GAMESTER'S

[EXAMPLE 4]

Men's Shirts

The care displayed in workmanship, the Fit afforded by correct Patterns, the taste displayed in design and the durable qualities of the material leave little to be desired in our

Dress and Work Shirts

Men's Negligee Shirts,
Men's Lounge Shirts,
Men's White Dress Shirts and Men's Work Shirts.

At moderate prices

T. J. Durkin, Ponoka, Alta.

Clothing, Furnishings and Shoes

[EXAMPLE 5]

Have You Small Feet?

We have a number of pairs of men's shoes in laced and buttoned styles, in patent colt, gun metal calf and tan calf leathers. The regular price for these goods is $4.00, $5.00, $5.50. Your choice per pair for.....**$2.95**

Ladies' and Gents' Summer Underwear

Ladies' summer vests, different styles, different makes. Our prices are 10c, 15c, 20c, 25c the garment.

Misses' and children's summer vests. Prices are 8c, 10c, 12c, 15c the garment.

Men's balbriggan shirts and drawers in sizes 34, 36, 38, 40, 42. Splendid value, 35c the garment.

Men's balbriggan shirts and drawers, best quality Penman's make, sizes 34, 36, 38, 40, 42. Price 50c the garment.

Men's, women's and children's hosiery in cotton, mercerized cotton and silk, silk and cashmere, splendid selection from 15c up.

Call and inspect goods. We will be pleased to show you and quote prices.

TAYLOR, The Shoe Man

[EXAMPLE 6]

3 packages Corn Flakes, 25c.

WILL C. MACKIE

All sizes in Fruit Jars

A Cool Place to Shop, Mackie's

This large, roomy store, with cool breezes blowing through, make it a relief and a pleasure to step in here and shop. You are welcome, whether you buy or not. It's a pleasure to show you.

Hot Weather Needs

Hot Weather Dress Muslin

We have been extremely fortunate in collecting a grand assortment of single dress patterns in all the newest and most up-to-date dress stuffs seen here for some time.

If you want the classy goods HERE is the place to get them and NOW is the time.

Men's Wear

We are featuring a khaki overall with double fronts, double seats, and reinforced crotch. Flaps on the pockets and sure-stay brass buttons at $1.00 pr.

We also have the shirt to match at 75c.

Grocery Department

Please don't forget they are all new and fresh. Our cash prices are a feature worth considering.

Will C. Mackie, Osborne Block, Beamsville

CASH AND ONE PRICE

[EXAMPLE 7]

Our New Spring and Summer samples of

"STYLE CRAFT"

Made-to-measure Clothing have arrived

Our Coatings, Suitings, Vestings and Trouserings, finest imported goods, every piece guaranteed pure wool.

THE EYEBROW OUTFITTERS

[EXAMPLE 8]

High Explosives in the Battle for Advertising

Publishers' Commonplaces Do Not Smash Down the Advertiser's Defences — The Plaint of a Space Buyer — How to Get More Business

THOUGH they may deny it if directly accused of not being very keen for business, the fact remains that there are hundreds of newspaper publishers in Canada who refuse to disturb themselves to obtain business. They may have an enviable contentment, but occasionally one hears growls from them that advertisers and agencies do not send them any business.

A SPACE-BUYER'S COMPLAINT.

In this connection many Canadian publishers can read with profit the following letter received from The J. J. Gibbons Advertising Agency:

In your July issue I note under the heading

AUTUMN ADVERTISING CAMPAIGNS

your advice to publishers to get in touch with advertisers and advertising agents relative to getting on their lists for this fall's and winter's advertising. This is good and seasonable advice, and we hope the publishers will take it.

It is distressing—the apparent lack of information of their own paper, of the territory they cover, and of the people they reach, which is displayed by the average publisher. Many of them to whom you write for a good strong soliciting letter to place before an advertiser look on it as an impertinence, and write back, if they write at all, referring to card. Needless to say, such a letter is absolutely worthless to the agency in its work with the advertiser.

Even a country weekly—if it is a live one, and in a good district—with a circulation of 500, can write a letter that will make the average advertiser sit up and realize that after all there are sections of the country not covered by the Toronto and Winnipeg dailies.

We have even gone to the trouble of suggesting lines upon which such a letter should be drafted—but when we asked the publishers to enlarge on it and give us some facts that we necessarily wouldn't think of in connection with his field, etc., he didn't know to what we referred, and just answered the questions we asked in a cold and unconvincing manner.

Here is a letter received from a publisher to whom, with many others, we wrote for such a letter:

> "We are anxious to secure some good live advertising from you, and write to solicit that of ..... We are prepared to give you good position on District and County News page or Women's Page, top of column as often as possible. As you know, our paper is all home-print, and our circulation weekly increasing. Trusting to be able to do further business with you, we are—"

This is just picked at random from our files, and is a good average letter. But—why should this particular advertiser (who is largely a user of the dailies) take on this particular paper—or at least what reasons can the publisher give? This paper is the only one in a town of over 2,000 inhabitants, is in a rich county, has a circulation which it claims to be over 2,000, and has the best chance in the world for making out a good brief for itself; but that is the letter we get; and, as we state, it is what we consider a very fair one when compared with dozens of others.

ANALYZING ONE'S FIELD.

How much time would it have taken for that publisher to analyze the field in relation to this firm's goods—to call on the merchants and find out from them how they incline to an advertising campaign in connection with these goods?

Is it that the average publisher doesn't know his own field, or the possibilities of it? Or is it that he doesn't think it is worth the trouble to compile some statistics about his paper and his field, and write them out in individual letters which the recipient will believe was compiled especially for his benefit?

Even the dailies are sadly lacking in this, and seem to believe that when they send a circulation statement which says they have 4,300 circulation, and enclose a rate card, this is all that is necessary. Perhaps it is thoughtlessness or lack of training in this "follow up" work that is responsible for this point of view, but now that business is harder to get and papers are generally waking up to the fact that they will have to hustle for it—particularly foreign business—this is the time for the publishers to find out some facts about themselves and let everybody know what these facts are—first the advertising agencies, and then the advertisers.

There are hundreds of these facts that are of interest: the number of homes in their town—the assessment of property—in the town and outside (the farms)—the industries and the number of men they employ—get in touch with storekeepers, find out the trend of public buying—all sorts of facts that, properly tabulated, even if they themselves are not of interest to the advertiser (and nine times out of ten they will be) will impress him with the fact that here is a live paper, evidently in a live locality, worth considering.

Give some facts about the town—its location to the county in which it is located—how far away the nearest paper is, or if there is a larger paper near, to what extent it covers or does not cover the town in proportion to its population.

SPACE-BUYERS WANT FACTS.

These are some things the space-buyer wants to know, but never finds out from the publisher, or, if he does, he mostly has to sit down and almost draft the kind of a letter he wants, and then, if the business happens to come through, the publisher thinks it is because of the superiority of the paper or the richness of his field which the advertiser knew about and appreciated, and the agency gets small credit.

As a matter of fact, it matters little who does get the credit so long as the advertising comes along, but it is interesting just now to discuss ways and means whereby the average country paper may become better known. The campaign now being undertaken, we believe, by some of the smaller papers is towards the end of presenting their case to the foreign advertiser, but if the "follow up" falls down (!) the campaign will be worse than worthless. No paper and no community is so well known that it cannot stand a little extra publicity.

Yours very truly,
J. J. GIBBONS, LIMITED,
M. Pennell.

This letter from one of the largest agencies operating in Canada has a tingling message in it for both the small and the large publisher. It is a resonant call for facts and information, and it is a promise of business to those publishers, large and small, who think it worth while to do the things which this and other agencies, and many advertisers, are asking most solicitiously to have done.

Letter-writing with many publishers is desperately hard work, something to be postponed indefinitely. Indeed,

this slackness in correspondence is not peculiar to publishers: it is a failing of many advertisers and should-be advertisers to whom publishers write. Some things are very sure, namely, those who seek find; those who sweat achieve; those who take trouble banish trouble; publishers who go after business hard and intelligently catch what they pursue.

High explosives are helping to win battles; and in the advertising and publishing business, high explosives are smashing facts, not the pop-gun missiles of harmless generalities. Publishers of Canada, *compel business.* Demonstrate to agent and advertiser that your field, if rightly cultivated, will yield a harvest worth more than the cost of seed and tillage.

Letters to the Editor

PUBLISHERS aiming to secure a strong hold on their readers' attention and favor will find a "Letters to the Editor" department a very sure way to possess their desire. *Bona fide* letters from readers and subscribers are valuable (1) as indicating a faithful and studious interest in what the publisher prints, and (2) as a revelation of the inclinings of readers' minds. Letters are a sort of magic mirror in which an editor can see the hearts of those for and to whom he writes. This mirror reflects foibles and follies, wills and wishes, hungers and hates, with uncompromising fidelity.

British newspapers are and have long been remarkable for the letters from readers appearing in them. An Englishman seems to feel that it is his paramount right to send a letter for publication to his elect newspaper. Letters to and in the London *Times* are the dream and boast of scores of thousands of men who take themselves seriously. As a vehicle and shaper of public opinion the London *Times* is the most famous newspaper in the world.

In America the *Ladies Home Journal,* published by the Curtis Publishing Co., of Philadelphia, has long been the outstanding paper in its particular class. Its success can be variously explained and is a combination of many factors. By no means the least of the causes which have contributed to the triumphs of this powerful magazine is the correspondence with the editor by subscribers. In a recent advertisement the publishers stated that 11,892 letters had been received during 1914 from readers in connection with the subject of house-building—almost at the rate of 1,000 a month, or say 40 for every working day in the year. This is an index to the correspondence received from readers and subscribers in connection with other subjects of interest and concern.

An editor who receives few letters from his readers has reason for thinking that there is something seriously wrong with his editorship: either he himself is failing to produce a paper which is closely read and influential; or his readers have not been taught or encouraged to communicate with the editor.

An editor will receive many trivial letters, probably some venomous or ill-natured letters, and of a surety many letters which may not be published. But as time goes on, the quality and worth of letters will improve—when a community or subscribers learn to know what to write about and when not to write at all.

As much as possible, or as is wise, all letters should be acknowledged in terms of courtesy and appreciation. The signature can be simply "the Editor," if for any reason a personal signature is better omitted.

Letters on matters of current interest or concern and contributions on all sorts of worth-while subjects communicated in the form of correspondence are desirable, and should be invited. They will give distinction to the newspaper publishing them, will multiply readers, hold subscribers, and enable the editor to make his publication more interesting and valuable to those who pay money to receive it.

Seasonable Suggestions

THE approaching season for fall fairs, school openings, autumn renovations, autumn building and autumn farm work suggests numerous special advertising opportunities to the publisher of a daily or weekly newspaper.

In connection with fall fair, to deal with but one opportunity, the following ideas are put forward: the fair authorities can be induced to do special newspaper advertising. Generally reliance is placed on lithographed posters, but these are not sufficient. Strong and well-maintained preliminary newspaper advertising is required to assure the best attendance. The extra attendance thus secured will probably pay the advertising bills several times over.

Hotels should advertise their provision for visitors.

Merchants should be solicited to prepare special offerings for fair day.

Exhibitors, both local and non-local who propose to show implements, labor-saving devices, seeds, vehicles and food sundries and other things can very properly be asked to advertise their wares.

Railways can probably be induced to do some special advertising.

The important things are to make a good survey of the autumn possibilities; then to ascertain the names of local and non-local firms likely to profit by the sale of their merchandise in the publisher's community; then to canvass in person or by strong personal letters these prospects.

Persistent solicitation is the price of business. Here let it be said that the world likes to buy from those who are keen salesmen; it shuns those who are listless, voiceless, timid or indifferent. If you believe in your own message to men others will believe as you do. This is sure. Canvass, therefore, with enthusiasm and with a sound proposal, and money will flow towards you in a way to delight your heart and fill your purse.

Razors for Soldiers

NEWSPAPERS all over the country are taking part in the campaign for razors for the troops at the front. At this writing, Thos. B. Lee, 30 Front St. E., Toronto, to whom Sheffield's Master Cutler wrote as representing Canada in this campaign has received nearly 5,000 razors. Many have curious forms. Some are very crude—pioneer specimens, one would say. As the result of an article on the subject in *Hardware and Metal,* many hardware dealers have begun the collection of razors.

Newspaper publishers disposed to promote this campaign can obtain requisite information from PRINTER AND PUBLISHER, or from Mr. Lee, address as above.

Canadian Weeklies Campaign

THE first issue of the monthly newspaper which the Weekly Section of the Canadian Press Association is publishing has made its appearance—an eight-page issue. It bears the name, *Town and Country Field in Canada—The 65% Field,* and sets forth in a very convincing manner the importance of the rural community field—the towns and villages of under 10,000 population and their contiguous farming territories. A copy of this and subsequent issues can be obtained by addressing a request to the offices of the Canadian Press Association, Lumsden Building, Toronto.

Ink-Kinks—A Family of Trouble-Makers

The Cause of Many Pressroom Troubles and How They May be Eliminated

By JAMES M. IMRIE

OF all the visitors to present day pressrooms none are more regular, persistent and at the same time less welcome than the family of Ink-Kinks.

These callers come not from any friendly or educational motive. They come not to examine the workings of the new Gordon or cylinder just erected, nor to learn something from the convenient layout of machinery, or the boss's pet efficiency methods. Not at all.

Their presence in the pressroom seems to arise from a fiendish delight in causing trouble, in tying-up the presses, in putting defects into the work; to say nothing of the joy they experience in seeing how long they can evade the pressman and prolong their visit before he takes them by the scruff of the neck and the seat of the pants and ousts them through the most convenient outlet.

The family of Ink-Kinks is quite large and by no means unimportant. Fact is they can probably trace their ancestry back to the days of Gutenburg. In those times their numbers were, of course, few, but the gradual development of printing as an art, the finer requirements of printing to-day, the broader choice in the selection of papers and inks have given the family of Ink-Kinks an excellent breeding ground for vigorous growth.

Attempts are continually being made to exterminate them, but so far have not been altogether successful.

One place, however, where they find no comfort or pleasure is the plant where all elements work together harmoniously. When the boss who buys the paper and ink co-operates with the pressman who must use them; when the ink maker, the paper man, the engraver, the pressman and even the janitor work hand in hand, you see all but a few members of this family of Ink-Kinks scuttling off to some more congenial stamping ground.

OFFSET KINK IS A VIGOROUS FELLOW

One of the most frequent and troublesome visitors to the pressroom is Offset Kink. Usually he calls when the pressman least wants to see him; when there is a particularly important job on hand or one that is wanted in a hurry.

Offset Kink knows a thing or two about inks and what they are made of.

This knowledge helps him to decide when it is convenient to drop in and cause war as well as when it is wise to stay away.

He knows that all inks are not made alike, that the ingredients vary according to the purposes of the ink.

Take news inks for instance. This fellow, Offset Kink understands that the varnishes used in news inks will not dry. He'll prove it to you any day by the fact that no matter how long the ink is exposed to the air it will not take on a skin.

News inks must therefore dry by absorption. The ink must have good penetrative qualities and the paper must be such as will absorb the ink and draw it into its pores.

It is a signal for frolic when Offset Kink notices that the news print is harsh in its texture, or the ink is weak in penetrative power, or there is a combination of both deficiencies. The ink simply lies on the surface of the paper like fresh paint or as oil on water. Away starts Offset Kink with his smutting and offsetting, smearing the angle bars and mussing up the sheets at the slightest touch of the hand.

His amusement is increased when the pressman endeavors to put a stop to his devilment by adding a drier to the ink. For he knows that a drier is only effective when added to a drying varnish.

Running the press slower or reducing the amount of ink being used is of little use. There is only one way of ending the frolics of Offset Kink in a case like this and that is by securing a softer, more absorptive paper or an ink with greater penetrative power.

Of course, only a small portion of jobs are run on news print and in many offices it is scarcely used at all. Coated, bond, S. and S.C. papers, and others that cannot absorb ink quickly demand a different drying quality in the ink. Papers of this nature require inks that dry by oxidation, or instead of the moisture of the ink being absorbed by the paper it is absorbed by the air.

Such inks are compounded with drying varnishes, as linseed or damar varnish and will, in time, dry of their own accord. Offset Kink finds it difficult to cause trouble under these conditions because the pressman is sure to have a number of good driers at his disposal and if the ink does not dry with sufficient speed he accelerates the drying action by the addition of a suitable drier.

Knowing full well the trials present day pressmen experience with the demon of offsetting, ink-makers during the past few years have placed at their disposal inks so compounded that they can be run without offsetting even when the forms are heavy.

But even at that Offset Kink does not lose heart. When he cannot accomplish trouble through his own efforts he calls on the assistance of one of his able and aggravating brothers.

THE KINK OF STATIC ELECTRICITY LENDS A HAND

Even a non-offsetting ink is powerless under the workings of this fellow Static Electricity. You've noticed when there is no electricity in the paper the sheets coming off the press fall lightly upon one another and the air between them prevents the ink touching the upper sheets by acting as a cushion, and also helping the ink to dry.

Once the sheets start to adhere to each other you can tell immediately Static Electricity and Offset Kink are commencing to get in some of their dirty work. The static charge of electricity in the paper forces the sheets so tightly together that sometimes it takes quite a pull to get them apart. As the ink lies mostly on the surface of coated and S. and S.C. papers the pressure forces the ink on the under sheets to transfer on to the upper sheets. And so Old Offset starts trouble again.

Electricity in the paper may be caused by the temperature, or friction of machinery, or the stock being too green. Steps may be taken to prevent it from appearing in new stock as it comes in, but once it is in the paper the only sure way of ending the annoyance and loss is to secure one of the many good devices now on the market for removing electricity.

THE KINK OF DRYING

Here is a Kink that causes more trouble than is generally supposed, not only because he works two ways, by making the ink dry too slowly and also too quickly, but because colors dry with varying speed. The pigments themselves tend to hasten or retard the drying of the varnishes in which they are ground.

One thing this Drying Kink loves to see is the pressman adding a large amount of drier to an ink especially if that ink is composed of heavy varnishes. Here the ink drys down sticky, and when the job is packed for shipment the ink may warm up in the case, and on opening up the sheets will be found stuck tightly together.

One thing this fellow Drying Kink knows as well as his A.B.C.'s is that temperature is a strong governing factor in the drying of inks. Job inks that are so composed as to dry hard over night at 80° F., will remain raw at 60°. If, therefore, this Drying Kink is to be prevented from causing trouble in the morning by the job not being dry, the temperature must not be allowed to fall as low as 60° F. On the other hand inks which have just sufficient drier to make them dry hard over night may skin on the press during noon hour on a warm summer day. What then remains to be done is to reduce the drying action by adding to the ink a compound which inhibits the drying of the drier.

THE PICKING KINK

Just another to be added to the already lengthy list of pressman's troubles is the Picking Kink. His favorite abode is in a stiff, tacky ink. Usually the pressman's supply of reducers gives him short shrift from this angle.

But suppose a job which worked satisfactorily the day before in a good temperature is about to be started the next morning when the temperature has not yet reached its proper average degree.

The cold ink, of course, is stiff and in jumps the Picking Kink to start his annoyances. In all probability the pressman will add some soft varnish to the ink to bring it down to the proper tack he thinks it ought to have so as to work well and stop the picking.

He eliminated the Picking Kink all right but in so doing he has reduced the color strength and snap and finish the ink originally possessed. What should have been done was to warm up the pressroom. The ink would then have retained its full color and finish and Old Picking Kink would have fled through the nearest window.

Another thing that invites this nuisance of Picking is dampness getting into the paper. On a wet day even the best papers will absorb moisture from the air. As the glue which fastens the coating to the paper will lose much of its binding power through the action of the moisture, the surface of the paper commences to pick. No sort of manipulation with the ink can prevent this. The only thing to do is to reduce the humidity of the atmosphere.

THE COLOR-MATCHING KINK

One great source of loss of time and profit in the pressroom is through an attempt to match particular shades or tints of ink the customer may have taken a fancy for. Every pressman knows the trouble encountered in mixing up tints and proving them on the press a few times to make sure they are as near as possible to the sample submitted.

Occasionally the color the customer desires is something he has in his mind's eye, and that only vaguely. Often, of course, it is some printed sample he has picked up and taken a liking to. Ten chances to one the sample is printed on a different kind of paper from the one which will be used for his job.

If the printer attempts to match this color exactly he is going to run himself into all sorts of trouble, for no ink has the same effect on different kinds of stock. One safe plan is to put it up to your ink maker to secure for you as near as possible the desired shade.

The better plan and usually the more satisfactory in the end, is not to promise to match the color but endeavor to persuade the customer to use some stock tint which would serve the purpose quite as well.

The point of individuality in your work is certainly a good one and the use of distinctive tints and colors goes a long way toward reaching that end. But when the attainment of this distinction necessitates considerable work and time and trouble, all will concede that the plans suggested above should prove the most satisfactory to adopt.

THE KINK OF ECONOMY

A few printers still hold to the belief that by slicing a few cents off their ink cost they are actually saving money. In some cases this may hold good, but generally speaking no theory could be more of a fallacy.

Like the printer, the ink maker is in business for a living—and you know how long the printer could keep in business if he sold his printing below cost.

Good work in printing is secured only from good materials and workmanship — typography, paper, presswork and ink. Ink is such a small item in the cost of a job anyway, it usually pays to use a better quality ink for the better results it assures. But more than that, a good ink being composed of better ingredients will usually go farther and last longer than a poor quality. To secure good dense color it is necessary to carry more of the weaker ink on the form than the stronger or better quality. The color strength of a good ink is also affected less by the addition of a reducer than is a poor ink.

The point therefore is to consider quality as well as price in the purchase of inks, and that the cost of inks is not reckoned by the price per lb., but by what it costs the printer to use that lb. of ink and the kind of results he gets from it.

CO-OPERATION THAT KILLS THE KINKS

The regime of this lusty and vigorous family of Ink-Kinks has been altogether too long and costly for us as printers to treat them with any degree of indifference. We may go on and tackle them one by one as they make their appearance in our pressrooms every day. If lasting peace and relief from their annoyances are at all desirable they can be recured only by co-operation from all factors that enter into the production of a piece of printed matter.

When the ink-maker knows what is required of the ink, he can probably supply you with ink that will fill the bill without the slightest trouble. Let the ink-maker know the kind and quality of paper—send him a sample. Let him know the character and screen of the engravings. Let him know the probable speed the press will be run, and the standard at which you usually keep the temperature and endeavor to control the humidity of your press-room. Then again, let the pressman, the man who must handle your paper and ink, know the kind of ink and paper you are going to ask him to unite in one job. He'll most likely offer some very sound suggestions.

We as printers understand inks only from the standpoint of their effect when used on our presses. We can hardly hope to have the time to investigate inks in all the details of their manufacture. But as the ingredients and composition of inks have such a governing effect on the result they give on our presses, it is reasonable to believe we can profit considerably by drawing upon the broader understanding of those who do know inks in all the phases of their composition—the ink-makers. When the printer and his pressman take the ink-maker into their confidence and make him as thoroughly conversant with conditions and materials to be used for the different classes of work, it means a death warrant for many of the Ink-Kinks that harass the printer to-day, keep down his production and lessen his output.

Tentative Program of 57th Annual Meeting of C.P.A.

Board of Trade Rooms, 19th Floor, Royal Bank Building, Cor. King and Yonge Streets, Toronto, Thursday and Friday, September 2 and 3, 1915

Sessions of the General Association

Thursday, September 2, 10 a.m. to 12.30 p.m.

President's Address.
*Report of Board of Directors.
*Report of Treasurer.
*Report of Auditors.
*Report of Manager.
*Report of Advertising Committee.
*Report of Postal and Parliamentary Committee.
Appointment of Committee on Resolutions and Nominating Committee.
Address: "How Publishers Can Co-Operate in Developing Advertising" W. A. Thomson, Director, Bureau of Advertising of the American Newspaper Publishers' Association.
*These reports will be printed and mailed to members two weeks in advance of Annual Meeting.
Discussion: Has the Press of Canada Gained or Lost by Promoting the "Made-in-Canada" Movement.
Discussion: Co-Operation Between Publishers in a City, Town or District in Eliminating the Free Publicity and Other Evils and in Constructive Work.
Discussion: What Progress Has Been Made Since the Last Annual Meeting in the Direction of Cleaning Up the Advertising Columns Along the Lines Suggested by the Standard of Practice Adopted at That Meeting?

Friday, September 3, 2 p.m. to 5 p.m.

Reports of Sections on
(a) Proposed Standards of Practice in Matters Relating to Advertising.
(b) Proposed Standard Circulation Statement and Information Forms.
Action on above by the Association as a whole.
Reports of Sections on other matters and action by the Association as a whole on recommendations of Sections (if any.)
Report of Nominating Committee.
Election of Officers and Committees.
Report of Committee on Resolutions.
New Business.
Address: E. K. Whiting, Manager, "Journal-Chronicle," Owatonna, Minn.
Address: "The Press and The Public"—Dr. Talcott Williams, Director and Professor of Journalism, Columbia University, New York.
Symposium: The Desirability of Establishing a School of Journalism in Connection with One or More of Our Canadian Universities—Introduced by President R. A. Falconer, University of Toronto, and Participated in by Sir John Willison, Dr. J. A. Macdonald, P. D. Ross, J. E. Atkinson, E. Norman Smith and others.
Adjournment of Meeting.

SESSIONS OF THE DAILY SECTION.

Thursday, September 2, 2.00 p.m. to 5 p.m.

Chairman's Address.
Address: Demonstration of a Cost System for Daily Newspapers (illustrated by charts)—Pierre C. Starr, Newspaper Cost and Efficiency Expert, Chicago.
Discussion: "Would it be Advisable to Adopt a Labor Code Similar to That Adopted by the American Newspaper Publishers' Association.
Address: "Selling the Daily Newspapers to Advertisers" — Wm. A. Thomson, Director, Bureau of Advertising, American Newspaper Publishers' Association, New York.
Discussion: The Selling Price of Newspapers to Subscribers.
Discussion: Proposed Standards of Practice in Matters Relating to Advertising.
Election of Officers and Executive Committee.

Friday, September 3, 10 a.m. to 12.30 p.m.

Discussion: The Basis and Amount of Remuneration to Special Representatives.
Discussion:
(a) The Proposed C.P.A. Standard Circulation and Information Statement for Daily Newspapers.
(b) The Circulation Audit Situation.
Address: "The Value of the Editorial Page," Joseph T. Clark, Toronto "Star."
Address: "The Paper and the Party."—M. W. Rossie, Port Arthur "Chronicle."
Address: "A Page of Advertising."—Dr. Talcott Williams, Director and Professor of Journalism, Columbia University, New York.

SESSIONS OF THE WEEKLY SECTION.

Thursday, September 2, 2.00 p.m. to 5.00 p.m.

Chairman's Address.
Address: "More Local and Foreign Advertising for Weeklies—Ways and Means of Getting It"—John C. Kirkwood.
Discussion: Proposed Standards of Practice in Matters Relating to Advertising.
Discussion: The Proposed C.P.A. Standard Circulation and Information Statement for Weekly Newspapers.
Election of Officers and Executive Committee.
Address: "A Practical Cost System for the Weekly Newspaper" — E. K. Whiting, Manager, "Journal-Chronicle, Owatonna, Minn.

Friday, September 3, 10 a.m. to 12.30 p.m.

Address: "Suggestions for Uniform Policy for Rates of Advertising for Matter Supplied by Agricultural Representatives."—D. A. Jones, "Observer," Pembroke, Ont.
Discussion: Higher Advertising Rates —Led by W. R. Davies, Publisher, "Herald," Thamesville, Ont.
Address: F. W. Galbraith, Publisher, "Advocate," Red Deer, Alberta.
Address: "How the Weekly Publishers of Minnesota Raised Their Subscription Rates to $1.50 a Year."—E. K. Whiting, Manager, "Journal-Chronicle," Owatonna, Minn.

TRADE AND CLASS SECTION.

Thursday, Sept. 2, 2 p.m. to 5 p.m.

Circulation Audits for Business, Technical and Class Publications—W. G. Rook, President, Canadian Home Journal, Toronto.
Discussion: Led by J. J. Gallagher, Managing Director, Acton Publishing Co., Toronto.
The Problems of the Religious Press—R. Douglas Fraser, Editor and Business Manager, Presbyterian Publications, Toronto.
Discussion: Led by James Dale, Advertising Manager, The Christian Guardian, Toronto.
Editor and Advertiser What is Legitimate and Profitable Co-Operation? T. J. Tobin, Business Manager The Canadian Countryman, Toronto.
Discussion: Led by John A. Cooper, Editor, The Canadian Courier, Toronto.
What the Advertiser Wants to Know—Miss M. Pennell, Space-Buyer, J. J. Gibbons, Ltd., Toronto.
Discussion: Led by Jas. B. Allen, Advertising Manager, The Canadian Courier, Toronto.
Putting Canadian Magazines on the Map—With Particular Reference to the Building Up of Circulation and Advertising.—T. B. Costain, Managing Editor The MacLean Publications, Toronto.
Discussion: Led by C. C. Nixon, Vice-President, Everywoman's World, Toronto.

Friday, Sept. 3, 10 a.m. to 12.30 p.m.

How the Business and Technical Press Does and Can Help the Publishers of Daily and Weekly Newspapers.—I. C. Stewart, President Imperial Publishing Co., Halifax, N.S.
Discussion: Led by Leman A. Guild, Managing Director The British Whig, Kingston, Ont.—for the Dailies.
Lorne A. Eedy, St. Mary's Journal—for the Weeklies.
Shall the Trade and Class Section Be Separated Into Two Distinct Sections.—T. S. Young, Manager Hugh C. MacLean Co., Toronto.
Discussion: Led by H. B. Cowan, Managing Director, Farm and Dairy, Peterborough.
Should the Business and Technical Press Aim to Exert Greater Political Influence? J. J. Harpell, Managing Director, Journal of Commerce, Montreal, Que.
Discussion: Led by H. V. Tyrrell, Acting General Manager, The J. B. MacLean Publishing Co., Toronto.
Circulation Methods, with Particular Reference to the Procuring of Circulation for Farm Papers.—John Weld, Manager, The Farmer's Advocate, London.
Discussion: Led by J. D. McKenna, Manager, Maritime Farmer, Sussex, N.B.
(This subject will be a sectional discussion.)
Postal Matters.—Acton Burrows, Publisher Canadian Railway and Marine World, Toronto.
Discussion: Led by G. F. Chipman, Manager, Grain Growers' Guide, Winnipeg, Man.
Engraving Charges—Is the New Scale Justified? Frederick E. Dougall, The Witness Publications, Montreal.
Discussion: Led by John Stovel, President, Nor'-West Farmer, Winnipeg.
The Forum — At this session will be discussed special and sundry topics not provided for elsewhere on the programme. Those with special subjects which they wish to present or have discussed should communicate with the chairman of the section, stating the matter for which they wish a place in the discussion of the Forum.
Note: The time table in connection with the above programme has not yet been arranged. Also, the programme as set out must at this stage be regarded as tentative, so far as some of the speakers are concerned.

THE EDITORS' VIEWPOINT

Annual Meeting C. P. A.

PUBLISHERS who venture seldom far from home, who neglect to meet with their brethren and to take part in discussions pertaining to their affairs lose much of their freshness and power, and so the quicker come to the end of their vigor and influence. Too often the publisher calculates the money-cost of a visit to the C.P.A. annual meeting, balancing it against the intangible benefits derived from such association and conference. But money is not for saving so much as for using. Building up a bank account often goes hand-in-hand with a process of fossilization.

The publisher, of all men, needs to maintain and acquire a broad view of life and affairs. Both as moulder of opinion and as business man operating a manufacturing plant he needs instruction and inspiration, and from whom can he obtain both so readily and helpfully as from others of like life and striving? In the publishing world this year will stand out strong and clear for a long time to come as a year of stress and incident.

A publisher needs to feed himself with others' views and experience just as he needs to take food for his physical requirements. For this reason he should attend if at all possible the annual meeting of the Canadian Press Association to be held in Toronto in September.

Speeding Up the Weeklies

IF THE weekly newspapers of Canada are to compete successfully with the dailies for the favor of national advertisers, they must become as influential and interesting, as well-dressed and as well-spoken as their city brethren—and in due measure, as aggressive.

The daily newspaper men ask nothing better for themselves than that the publishers of country weekly newspapers "go easy" in the making of their mediums of news, opinions and advertising. Scanty news, poor paper, wretched printing, old-timers' typography, and a happy-go-lucky make-up—these are fine friends for the publisher of a daily who is seeking to develop circulation in rural communities now being served mainly by a local weekly.

The publishers of a country weekly has handicaps, but he also has advantages: he has six days for the preparation of each issue of his newspaper as against the one-day of the daily man; he has a narrower field, which means that he can get very much closer to his readers — their lives, interests, doings and plannings; he has a very much lower production cost than the daily man which can be regarded as an offset to the latter's supposedly greater ability to pay for special news service, illustrations and features. If evidence of the weekly newspaper publisher's ability to produce a paper comparable with the best daily newspapers of Canada in regard to the items of dress, typography and interest is desired, it is furnished by at least half-a-dozen weeklies published in the larger towns of Canada: they are models of what a good weekly newspaper can and should be.

The making of a superior weekly newspaper is not wholly or even largely dependent on an ample bank account or first-class credit. To a very great degree it is dependent upon such costless and possessable things as a nose for news, and taste in the matter of headings, make-up, and advertisement composition. If one is able to afford type-setting machines, a type-caster, a good press, and good compositors and pressmen, so much the better, but many praiseworthy weekly newspapers are being produced without these auxiliaries and helps.

The principal essential in the production of a weekly newspaper of the first-class is the will to make it so. Given this, results will soon make themselves seen. There will be no over-night transformation, but rather a steady progress in the direction of ideals. These ideals will be the product of thinking and study—the study of specialized publications—books or periodicals—dealing with printing and newspaper-making, and of frequent conferences with one's fellow-publishers as provided by district press meetings and the annual meeting of the Canadian Press Association.

As one advances and enters into the enjoyments and rewards of progress, one is spurred on to attempt still greater achievements; that is, inspirations and the strength to accomplish accompany progress.

Under-Education

UNDER-EDUCATION is the explanation of the small or insufficient consumption of many commodities, among them being publishers' white space, printing and engraving, and advertising agency service.

In regard to printing, unreckoned thousands of men in business quite fail to conceive the selling-power contained in printed advertising matter, and so far as Advertising Agency Service is concerned, a most formidable obstacle in the way of a larger use of such service is the ignorance of advertisers concerning the functions and advantages of an advertising agency.

The average salesman of publisher's white space, of engraving, of printed matter and of agency service is more diligent in urging the merit of his own wares than in his efforts to make the buyer of what he has to sell appreciative and desirous of what is offered him, and in this circumstance lies the explanation of so many failures in salesmanship. Interest is a first thing to develop, for interest is the forerunner of knowledge—it creates the desire for knowledge. Knowledge leads to appreciation and discrimination, which in their turn lead to desire for the better thing; and when desire is born, demand follows. The basic item is knowledge, which means education.

If manufacturers want to develop a larger demand for the class of goods they make and a preferential demand for their own particular product, they must educate, educate, educate. This is the surest and shortest road to the goal of their purposes and desires. And the work of educating advertisers to educate consumers is the business of printers and publishers: they must keep everlastingly at it to remove the barrier of under-education which prevents a larger consumption of what they have to sell—printed matter and publishers' white space.

The Editor and Advertisers

BEFORE the advent of modern advertising, the world of the average individual was very circumscribed, being contained in a circle of a few miles in diameter, on its physical side; and in regard to its mental side, being commonplace and narrow.

National advertising burst the fetters of locality and content; it sent feet, eyes and mind a-wandering; it made men and women citizens of a boundless world. No longer did they measure themselves by home-standards, but saw themselves as the world sees them; and straightway, they responded to the call and demands of truer ideals. Their awakening to behold larger things and things afar stimulated them to an amazing degree, and gave them an insatiable hunger for knowledge.

When a man is induced by advertising to become a motorist, he finds himself wanting to know everything possible about his newly-purchased car. From catalogues, motoring journals, salesmen, and his own experiences, he informs himself very thoroughly on every phase of motor-car construction and working. Interest leads to knowledge, knowledge develops into appreciation, and appreciation makes him a connoisseur.

When a man is induced by advertising to become an investor in stocks and bonds, his interest follows his money, and he becomes familiar with markets, influences, directorates, and everything else having a bearing on the securities he holds or may contemplate buying.

When a woman has been induced by advertising to buy apparel of the latest fashion, she is observant and critical of other women; they are fashionable, or behind the fashions, by the test of her own knowledge of what is á la mode.

The point of these examples is that purchase creates *a desire to know*, to be informed and instructed; and this desire leads the buyer to sources of knowledge.

The wise editor, ever in sympathetic touch with his readers, is quick to hear and heed their wishes, and gives them their desire in the form of a financial page, a home page, a woman's page; of special articles on motoring, farm and country life, literature, art, music and the drama.

Sometimes one hears it said that the presence in a newspaper of special pages and articles of the type referred to above are attributable to the advertising manager; and sometimes, but not always, the charge is true, for the advertising manager, with an eye to the main chance, deliberately seeks to support and attract advertising by means of sympathetic letter-press. But whether or not the inclusion in a newspaper of letter-press matter akin in its theme to the messages of advertisers is a cause or result of the advertising related to it, the fact remains that good contributed or editorial articles of this character are welcomed by the reader, and are therefore justified.

Whichever way you look at it, the advertisers are better served, and since they are the main dependence of the publisher for needed revenue, they have some right to expect that the newspaper which carries their advertising will exert itself to make itself a profitable advertising medium—this by devoting a portion of its contents to themes and subjects more or less closely related to the advertising carried. Thus advertising is bridging the chasm which once separated—and occasionally still separates—the editor's sanctum from the advertising manager's desk.

Education for Life

THE new Central Technical School of Toronto is really a national institution. In many respects it is unlike any other school of its class in America or Europe. Magnificiently equipped, it is designed primarily and altogether for boys and girls and young men and young women preparing themselves for life. While it prepares for the University, it does not aim to give University training. The thought of its principal who is to a very considerable extent the creator of the new building and the shaper of the school's ideal, is to take much educational material generally neglected in traditional systems, and incorporate them into training which will enable the student, on the completion of his or her course, to enter immediately upon remunerative employemnt, able by sound preparation to render skilled service, and to command the pay of a skilled worker.

The new Toronto Central Technical School merits the attention of both printers and publishers. For the printing craft the school will do a necessary and important work, teaching typography, printing and the artistic, mechanical and economical prodction of printed matter. For the publisher the school should possess gripping interest because of its significance in the development of Canada as a country of industry, for larger and vastly important national issues are wrapped up in higher technical training for Canadian workers.

Publishers and printers able to do so should visit this new school. A visit will not only delight and enthuse them, but open their eyes as nothing else can to the nature and extent of the work which intelligent and devoted men in manufacturing, on school boards and among the ranks of teachers are doing and attempting to promote the welfare of individuals, communities and the nation.

Advertising Agency Advertising

DIFFERENT from and better than anything which the majority of Canadian and American advertising agencies issue to tell their own story are the sizable and attractive cloth-bound publications prepared by several British agencies to state their case and to let the world see examples of the advertising which they have prepared for their clients. A recent meritorious publication of this sort is "Modern Advertising," published by The Mather & Crowther Agency, London.

Many an advertiser and prospective advertiser would be interested in knowing what agency is responsible for campaigns and copy which he sees in newspapers and magazines, and which campaigns and copy appeal to him as being superior. What agency, for example, is placing the current striking Sterling Gum advertising? What agencies are "handling" the advertising of Cowan's Cocoa, Lantic Sugar, Kellogg's Toasted Corn Flakes, Jaeger's Underwear, Lamontagne Trunks, Corson's Toilet Specialties, Palmolive Soap, "Perfection" Oil Stoves, and a score of other widely advertised products?

Many an agency by direct methods and by advertising in class publications tells of its staff, service and distinctions, but neglects to let the readers of its advertising know who its clients are. Much impressive advertising cannot be related by the lay reader to the agency responsible for its production.

PRINTER AND PUBLISHER submits that Canadian advertising agencies owe it to themselves, if not to others, to advertise in the public press—the mediums that carry the advertising which they have produced and placed—that this and that advertising has been prepared by them. Quite apart from this purpose is the other object of advertising; namely, the implanting of the advertising idea in the minds and desires of manufacturers and others not yet employing the factor of publicity in their operations.

Competition for Compositors

PROVISION has been made in the prize-list of the Canadian National Exhibition in Toronto, for two competitions of very great interest to job Printers. One is an exhibit of "typographic design for book-cover or catalogue;" the other is an exhibit of "typographic design for advertising purposes and commercial literature." The prizes in each case are ten dollars and five dollars, respectively, for first and second selections.

Last year a similar opportunity was given to compositors to enter examples of their work for these prizes but for some reason or other there were so few entrants that the less said about it the better.

The art of the typographer is deemed worthy by the directors of The Canadian National Exhibition to have a place among other exhibits of graphic and applied art; and the inclusion of examples of typographer's craftsmanship is at once a recognition of and a tribute to the importance of typography as a medium and form of art-expression.

Thanks to many educative influences at work in Canada, the number of men able to produce compositions at once refined and interpretive of the interest or spirit of the subject is rapidly increasing, and it is eminently fitting that art exhibits should provide for the admission of specimens of artistic typography.

The time at the command of would-be participants in this Canadian National Exhibition Competition is very, very short, since all entries must be made not later than August 12th. In the case of those who may learn of this competition for the first time here and now, if they are not able to prepare something new, they may yet be able to offer something done aforetime. The desirable thing is that many typographers in all parts of Canada shall send in examples of their work in accordance with the requirements of the contest. The particulars as stated in the prize-list are:

	1st Prize.	2nd Prize.
Typographic Design for Book Cover or Catalogue - - -	$10	$5
Typographic Design for Advertising Purposes and Commercial Literature - - - -	$10	$5

Examples must be framed or mounted on cardboards, expressed and dispatched to arrive not later than Aug. 26th.

Competitors will receive from the Exhibition management full particulars concerning the method of marking their entries for classification and identification, and for the return of work. An entrance fee of 25 cents for each entry is required. Correspondence in connection with this competition should be addressed to J. O. Orr, General Manager, Canadian National Exhibition, City Hall, Toronto.

Advertising Matter Helps Canadian Customs

ADVERTISING circulars from the United States are liable in Canada to a specific customs duty at the rate of 15 cents per pound, which duty Canadian customs officials are required to collect when such pamphlets arrive by mail, even though each pamphlet bears a different address. This duty is remitted, however, in respect of *bona fide* trade catalogues and price lists not designed to advertise the sale of goods by any person in Canada, when sent into Canada in single copies addressed to merchants therein, and not exceeding one copy to any merchant for his own use, but not for distribution.

Customs duties on advertising pamphlets, show cards, price books, catalogues and the like imported by mail into Canada may be prepaid by means of Canadian customs duty stamps affixed to the reverse side of each package containing the advertising matter above referred to, for the amount of duty payable on the same, according to the following scale of charges, *viz*:

Up to and including 1 ounce, 1 cent.
Over 1 ounce and not exceeding 2¼ ounces, 2 cents.
Over 2¼ ounces and not exceeding 3¼ ounces, 3 cents.
Over 3¼ ounces and not exceeding 4¼ ounces, 4 cents.
Over 4¼ ounces and not exceeding 5¼ ounces, 5 cents.
Over 5¼ ounces and not exceeding 6½ ounces, 6 cents.
Over 6½ ounces and not exceeding 7½ ounces, 7 cents.
Over 7½ ounces and not exceeding 8½ ounces, 8 cents.
Over 8½ ounces and not exceeding 9½ ounces, 9 cents.
Over 9½ ounces and not exceeding 10½ ounces, 10 cents.
Over 10½ ounces and not exceeding 11¾ ounces, 11 cents.
Over 11¾ ounces and not exceeding 12¾ ounces, 12 cents.
Over 12¾ ounces and not exceeding 14 ounces, 13 cents.
Over 14 ounces and not exceeding 15 ounces, 14 cents.
Over 15 ounces and not exceeding 16 ounces, 15 cents.

The above-mentioned customs duty stamps can be obtained in denominations of one, two and five cents each, on application to the Commissioner of Customs, Ottawa, Canada, or to the Secretary, High Commissioner for Canada, 17 Victoria street, London, S.W., England.

New Dominion Statistician and Controller of Census

OFFICIAL announcement is made of the appointment of Mr. R. H. Coats, editor of the *Labor Gazette*, and statistician of the Labor Department, to succeed the late Archibald Blue as census commissioner. The position has been broadened in scope and the new title will be Dominion Statistician and Controller of Census. Mr. Coats will come into the Trade and Commerce Department under Sir George Foster, and he will have charge of the collection of much of the statistical information, which will now be concentrated in the one branch.

Mr. Coats is an honor graduate of Toronto University. He was in newspaper work in Toronto for several years, and was appointed to the Labor Department by Mr. Mackenzie King. He has had charge of the preparation of exceedingly valuable statistics on the cost of living in Canada, and has made an international reputation for himself as a statistician.

Installing a Cost System

SOME printers have been led by others to install cost systems against their wish and will. Hence their cost systems when once started seldom gave them any real help. The desire for an improved method must originate within the printer himself. Unless he is really convinced that he needs business methods in his business, such methods will usually be neglected after their introduction, and the printer will be no better off than before, possibly worse. Convince a man against his will he'll hold the same opinion still. The man who knows it all imagines he has nothing to learn. The real business printer knows full well that his education will never be completed.

As Others See Us

AYLMER WEST, ONT., *May* 7, 1915.

PRINTER AND PUBLISHER:

"Enclosed find subscription to PRINTER AND PUBLISHER. *It's worth while.*"

WM. POWELL, *East Elgin Reformer.*

Canada's Forests and Resources

Poetic fancy has often personified the tree and given it the gift of speech. Something better than this fanciful voice is the very real publication, *Canadian Forestry Journal*, edited by Robson Black, secretary of the Canadian Forestry Association of Ottawa. This modest but intensely interesting and efficient monthly is the forest's spokesman—clamant at times, persuasive at times, and always instructive.

Its mission is one of conservation. The contents of a recent issue indicate the purpose and scope of the *Canadian Forestry Journal's* business: Forest Fire Situation, Who Owns the Forest Lands, With the Forest Engineers, Problem of the Bark Beetle, Making a Fire-Proof Forest, Forest Management in Dominion Parks, Fire Protection on Railways, Sweden's Lesson for Manitoba, Experience in Pine-Planting.

Publishers of Canadian daily and weekly newspapers will find in this publication and in *Conservation*, a monthly bulletin published by the Commissioner of Conservation, Ottawa, much valuable material for special articles and editorials. Always the people's newspapers must be breakers and distributors to the multitude of bread which others provide.

A Publisher's Troubles

LIFE is just one d— thing after another—so many think, and so many say. Following is an extract taken from the diary of the publisher of the Porcupine *Advance:*

MONDAY afternoon Linotype machine put entirely out of commission and not more than twenty lines of news set for the week's paper. Sent night letter to Canadian Linotype Co., Toronto, to ship brand new machine Tuesday night.

WEDNESDAY—Received wire saying machine shipped and Mr. O. Sewrey, expert, on way to set same up. Mr. O. Sewrey arrived 4.30 p.m. but no machine. At 10.30 p.m. parts of machine arrived. Learned that remainder had reached North Bay but was "too large for getting into Express Car" to be brought north that day.

THURSDAY—Machine reached Timmins 4.30 p.m. Unloaded by *The Advance* help only, at station. 10 p.m. everything set up by Mr. Sewrey and on the stroke of midnight we were sailing merrily along setting type with just one goal—getting out *The Advance* and keeping to our word.

In exactly 76 hours we had got into communication with the Canadian Linotype Co., had a brand new Mergenthaler Linotype machine shipped, delivered and working, including delays and the length of time to elapse travelling between Toronto and Timmins.

Can you beat it?

Agency Items

J. Walter Thompson Co. have secured a large contract for the advertising of Mennen's Talcum Powder, Shaving Cream and Dentifrice. They are also running a small campaign in the interests of Purity Salt, produced by the Western Salt Company. The Victor Rubber Heel Company are contemplating an increased campaign in the fall. The J. W. Thompson Co. are also getting ready to conduct a campaign in the interest of Thermogene—an English medicated cotton wadding. Recently this agency put out a newspaper campaign in the province of Quebec on behalf of Nugget Shoe Polish. Despite the fact that the general trade conditions may not be any too rosy, this agency believes that there is advertising to be secured if sound, bright ideas are shown to manufacturers.

Mr. O'Beirne's Illness

APART from its news value, the following clipping from the Stratford *Herald* is interesting as an example of the spirit which ought everywhere to be found:

The *Herald* rejoices to learn that Mr. W. M. O'Beirne, publisher of the *Beacon* and president of the Canadian Press Association, was able to-day to take his second drive with a friend, and was looking something like his old self again, with improving prospects of recovering his strength again. In deference to the natural family desire, the *Herald* has refrained from comment on Mr. O'Beirne's illness, but it is glad now to make reference since he is on the mend. In times past the *Herald* and the *Beacon* have had many passages at arms, but there is a companionship among press workers which even political antagonisms cannot displace, and nowhere are more sincere wishes felt for his recovery to health than among the workers on his local contemporary.

Dollar Day Improves with Repetition

REGINA'S third and most successful Dollar Day was observed on Friday, July 16th. There was rain all morning and even the afternoon was dull and threatening, but in spite of this, the merchants who participated in the bargain event expressed themselves as highly satisfied with the results of their "Dollar Day" advertising.

As on the occasions of the previous Dollar Days, the Morning *Leader* did the organization work and gave the advance publicity which the event requires.

Thirty-eight stores advertised their special "Dollar Day" bargains in The *Leader* on Friday morning. This is five more than were represented on any previous Dollar Day in Regina; and particularly noteworthy is the fact that the average amount of space ordered for the advertisements was more than fifty per cent. larger than on last Dollar Day.

The Leader supplied the stores with yellow paper pennants in quantities sufficient to enable every merchant participating in the "Dollar Day" sale to have his store and windows liberally placarded.

Canadian Association of Advertising Agencies

THE Canadian Association of Advertising Agencies held their annual meeting in the King Edward Hotel, Toronto, July 16. There was a gratifying attendance of the members of the association, practically every member being present.

After the routine business was disposed of the election of officers took place and resulted as follows:

President, Anson McKim, of A. McKim, Limited.

1st Vice-President, E. Desbarats, of the Desbarats Agency, Ltd.

2nd Vice-President, J. E. McConnell, McConnell & Fergusson, Ltd.

Secretary-Treasurer, Jno. P. Patterson, Norris-Patterson, Ltd.

Would feel very sorry to miss an issue of PRINTER AND PUBLISHER, and I feel sure there is no publication of more value to the Canadian printer.

J. A. POWELL,
187 Marlboro street,
Brantford, Ont.

NEWS ITEMS--MAINLY PERSONAL

GENERAL.

J. C. Aspley, Chicago manager of *Printers' Ink*, is spending his vacation in Muskoka. Mr. Aspley is a Hamilton man, a nephew of Robert Harris of the Hamilton *Herald*.

The British and Colonial Press Service, Toronto, has taken over the entire Canadian rights of the International News Service of New York, and will in future handle its despatches.

H. P. Burton, representing the Newspaper Enterprise Association of Chicago, is making a tour of Canada, and by photograph and letter purposes giving American readers a nearer view of what Canada is doing in the European war.

Harrison Atwood, vice-president of the H. K. McCann Advertising Agency, New York, and manager of its San Francisco office, with his bride, spent a day in Toronto with his brother, Raymond Atwood, Canadian manager for the same agency.

S. D. Scott, editor of Vancouver *News-Advertiser* and Arthur Ford, secretary of the parliamentary press gallery and Ottawa correspondent of the Toronto *News*, were appointed by Hon. Martin Burrell as delegates to represent Canada at the International Press Congress which was held in San Francisco last month. Mr. Ford was elected secretary of the Congress.

"The National," the new train being run over the Canadian Government Railway lines between Toronto and Winnipeg, carried on its inaugural run the following newspaper men: From Montreal—J. McConnell, financial editor of the *Star;* M. Mayrand, editor-in-chief of *La Presse;* C. Robilliard, editor-in-chief of *La Patrie;* Fred Yorston, president and editor-in-chief of the *Standard;* William Lutton, railroad editor of the *Gazette*. From Toronto—R. Douglas, editorial writer of the *Globe;* Mr. Passmore, telegraph editor of the *News;* H. Charlesworth, assistant managing editor of *Saturday Night;* J. A. Cooper, editor of the *Canadian Courier;* Mr. Lash, editorial writer of the *Mail and Empire*. From Ottawa—Mr. Phillips, news editor of the *Free Press;* D. Finn, news editor of the *Citizen*. From Quebec—Mr. Butler, managing editor of the *Telegraph*. From Hamilton — Mr. Nairn, managing editor of the *Herald*; Mr. Mullin, managing editor of the *Spectator*. From Brantford—Mr. Watts, vice-president of the *Courier*. From Berlin—Mr. Bean, editor of the *Telegraph;* Mr. Smith, editor of the *News-Record*. From Windsor—Mr. Barber, managing editor of the *Record*. From Stratford—Mr. Kame, managing editor of the *Herald*.

BRITISH COLUMBIA.

The South Vancouver *Challenge* is the name of a weekly published there by H. E. Sands.

D. A. McGregor, chief telegraph editor on the Vancouver *Province,* spent his holidays up Howe Sound.

P. J. O'Farrell, journalist, who is a prolific contributor to the press of both Europe and America, was a recent visitor in Victoria.

The Prince George, B.C., *Daily Times* has commenced publication.

The Enderby *Press* is one of British Columbia's brightest weeklies, and perhaps its smallest: it measures 5 cols. x 2¼" x 17".

R. E. White, editor of the *Summerland Review*, was summoned to Everett, Washington, by the serious illness of his mother.

A. R. Fenwick, who was telegraph editor of the Vancouver *World,* has left that newspaper and is now managing editor of the Everett *Tribune*.

W. C. Nichol, proprietor of the Vancouver *Province,* has returned from San Francisco where he attended the National Editorial Association's conference.

B. A. McKelvie, police court reporter on the Vancouver *Province,* spent his vacation in Eastern Canadian cities, having spent nearly all July east of the mountains.

Lieut. S. D. Armour, who before going to the front was with the Vancouver *Province,* and who was wounded at Langemarck, is at present in Vancouver, having been granted two months furlough.

The South Vancouver *Chinook* recently ran probably one of the largest tax sale advertisements ever run by any newspaper. George M. Murray, the editor and manager, says it was "advertising a city for sale." The advertisement filled nine and one-half pages of three columns each.

The suspension is announced of the District *Ledger,* the official organ of District No. 18, U.M.W. of A., published at Fernie, B.C., the management making the following statement: "Owing to existing financial stringency it has been deemed expedient by the Executive Board to suspend publication of the *District Ledger* after July 31 until conditions warrant resuming its publication."

The Weekly *Chronicle* is the name of the newsy, four-page sheet published by the soldier-newspapermen at the Vernon training camp. The *Chronicle* is given a liberal advertising patronage by Vernon dealers, and the paper deserves it on account of its bright and snappy style. Edward Paige, a former editor of a Vancouver paper, is editor, and Capt. B. A. Rhodes, of the 47th, general manager.

Vancouver soon will have a new evening daily to be called *The Globe*, Frank C. Doig, a well-known Seattle and Vancouver newspaper man, will be the managing editor. The new publication will be established by L. D. Taylor, mayor of Vancouver. A Hoe sextuple press, stereotyping outfit and autoplate have already been installed in quarters leased in the World building. *The Globe* will have the leased wire service of the United Press and other special features. It is expected publication will start in a few weeks, as soon as the entire plant can be assembled. Mr. Doig, since coming to the coast thirteen years ago, has occupied executive positions on the Vancouver *Province,* Seattle *Times,* Bellingham *American-Reveille*, Seattle *Post-Intelligencer* and Tacoma *Times*. At present he is editor and publisher of the *Trade Register* of Seattle.

ALBERTA.

The top of the office of the Grassy Lake *Gazette* was torn off by a windstorm in June.

John Torrance, of the Lethbridge *Herald,* visited his home in Clinton, Ont.

Reginald Prevel, an employee of the Calgary *Herald,* was accidentally shot while out gopher shooting.

Randolph C. Tait, formerly employed in the business office of the Edmonton *Journal,* and who went to the front with the first contingent of the Canadian forces, is reported as wounded.

Col. Cruikshank, presented the Calgary *Herald* Challenge Shield to the cadet company of Central school, while J. H. Woods, editor of this paper, presented a sword to Captain Eckhard, who commands the company.

O. D. Austin, news editor of the Medicine Hat *Evening News,* visited St. Mary's, Ont. Speaking of conditions in the West Mr. Austin said it will take this year's crop to pay off the indebtedness to the loan companies and manufacturers of the East.

SASKATCHEWAN.

The Northern Saskatchewan Weekly Press Association has been formed.

W. M. Porter, proprietor of the Plenty, Sask., *Advocate,* has been commissioned a lieutenant.

J. E. Cabe and H. V. Tripp, formerly of the Kerrobert *Citizen* have been wounded in battle in Europe.

The Indian Head *News* is offering War Hero spoons to subscribers as a premium for cash payment.

A new weekly publication dealing with oil and other kindred subjects has made its appearance in Calgary, Alta., under the title of the *Alberta Oil Review and Industrial Weekly*. The editor is E. M. Robinson, with offices at 138 Ninth Avenue West.

S. J. Dornan, editor and proprietor of the Alameda *Dispatch,* has removed his plant to new and more commodious premises. Mr. Dornan recently bought this new property and had it completely overhauled and remodeled to suit his business.

Up to the present organization, nothing has been done to place the weekly press of the Province on a business footing. A provisional executive was appointed, with C. R. McIntosh as president, Mr. Neilson of Radisson, first vice-president and H. G. Sheldrake as second vice-president. Mr. Smith, of the Battleford *Press* was elected as secretary-treasurer.

A large party of newspaper men and women, some of them members of the staff of the *Star Clipper,* of Traer, Iowa, have been making a very delightful tour, visiting all of the most scenic portions of the great south-west and the coast regions of Canada.

MANITOBA.

H. S. Bealle, circulation manager of the Winnipeg *Tribune*, has resigned to join the staff of the St. Louis *Star*.

Lieutenant E. F. S. Mather has resigned as city editor of the Winnipeg, Man., *Telegram* to join the Forty-fourth Battalion C. E. F.

The Winnipeg *Telegram* announces that it will shortly adopt the eight-column 12½ em standard size of sheet. It has hitherto been a seven-column paper.

T. L. Middleton, formerly circulation manager of *The Canadian Thresherman* is moving to Toronto to represent the advertising department of his publication.

W. W. Emerson, formerly advertising manager of the *Farmers' Advocate*, Winnipeg, occupies a similar position with the *Grain Growers' Guide*, succeeding E. D. Carlisle.

John Ligertwood, editor of the *Trade Review of Western Canada*, and of the *Western Topics*, died in Winnipeg recently. Formerly Mr. Ligertwood was connected with trade papers in Scotland and Great Britain and was on the staff of the Toronto *Saturday Night*.

Publishers will be interested to note that recently all three daily papers in Winnipeg changed their carrier systems from the Paid., under which the office paid carriers for delivering, and hired collectors, to the Independent, under which the carrier boys do their own delivering and also their own collecting.

The typesetters of Winnipeg are well represented among the fighters of the Empire. 29 of their men have laid down their "sticks" and shouldered guns in their stead. Eight of their number have already been reported wounded. Six, who, after hearing the work of their fellowmen, joined the sixty-first battalion.

Robert Penwarden is the oldest employe of the Winnipeg *Free Press*, and for the past 36 years has been employed by this paper. Mr. Penwarden has been with the *Free Press* almost as long as the historic hand press which was in use in the *Free Press* office in the early 70's. He came to Canada from Chilsbury, Devonshire, Eng., 43 years ago, and after a residence of seven years at Ottawa, came west to Winnipeg in April of 1879. In the following month he was employed by the *Free Press*, and has been on the pay roll of the paper ever since that year.

ONTARIO.

The North Augusta, Ont., *Citizen* has ceased publication.

Ailsa Craig *Banner* is now an eight-page, five-column, all-home print.

A new poultry paper is to be published in Hamilton, according to report.

Verne D. Rowell, has resumed his former position on the reportorial staff of London *Advertiser*.

A. E. Bradwin, of Goderich, has gone to Sarnia, where he has taken over The Sarnia *Post*.

Percy Ruff, who has been employed on The Tara *Leader* staff for the past year, has enlisted.

Alexander Riddell, Toronto, is the new president of the local union of Stereotypers and Electrotypers.

P. H. Auger, formerly of the Montreal *Star*, has joined the advertising staff of the *Mail and Empire*, Toronto.

At this writing, the amalgamation of the Daily *News* and Evening *Chronicle* of Port Arthur has not been consummated.

Howard McMahon has succeeded James Davidson on the International News Service wire in London *Free Press* office.

J. A. Macdonald, editor of the Toronto *Globe*, has received the honorary degree of LL.D. from Oberlin University, Ohio.

W. J. Darby, circulation manager of the Toronto *Mail and Empire*, was married last month to Miss Louisa McCulla, of Brampton.

The marriage of Winnifred W. L. Hoover, to Thos. G. Church, of the Orillia *News* Letter staff, took place at Campbellford, on June 24.

F. H. C. O'Beirne, son of W. M. O'Beirne of the Stratford *Beacon*, has been accepted as a student of the Canadian Curtiss School at Toronto.

The papers in the Counties of Essex and Kent are taking prominent parts in the patriotic campaigns being conducted in the various towns.

London *Free Press*, on June 27th, published a collection of small display advertisements classified under the heading "Repair Directory."

F. E. Mutton, manager of J. J. Gibbons, Ltd., Toronto, has resigned to accept the salesmanagership of the International Time Recording Company.

Frank H. Rowe, general manager of the E. L. Ruddy Company, of Toronto, has been appointed advertising counsel for the Poster Advertising Association of Canada.

Lieut. C. Beresford Topp, of the *Mail and Empire* staff, has received a commission. Lieut. Topp has been a reporter on this paper for a number of years.

Wallace J. Laut, editor of London *Advertiser*, spent his vacation in New York. "Joe" Walters is the member of the staff at present taking the annual fortnight off.

William Banks, sr., Toronto, theatrical censor, has been appointed editor of the Police *Bulletin*, the official paper of the Chief Constables' Association of Canada.

The *News-Tribune*, Blenheim, has installed a No. 5 Linotype. In error it was stated last month that this publication had installed a monoline type-setting machine.

The Brampton *Conservator* will celebrate the 25th anniversary of its present ownership this month by a special issue which will be a resume of the events of the period.

One of the few remaining members of the gallant "Princess Pats" still at the front and well is Corp. Robert B. Hayes, soccer expert of The Toronto *Star* sporting staff.

Arthur J. Melhuish, formerly an employee of the Walkerville *Herald* and *Standard*, at both the Walkerville and Windsor offices, is reported to have been wounded at the front.

H. S. Jones, of the advertising department of the Toronto *Mail and Empire*, has resigned. Mr. Jones will enter the manufacturing field and will manufacture a line of ladies' hats.

Alex. McKenzie, late of Stratford *Beacon* mechanical department, and now training with the ambulance corps at London, was recently presented with a wrist watch by fellow-employees.

Alvinston *Free Press*, of which Harry Moore, late of Courtright, is now in charge, has installed a monoline type-setting machine and announces that news will in future be set in 10 point.

The Northern Navigation Co. is publishing a daily newspaper on its fleet of steamers. Its title, "The Northern *Navigator*," was secured through a competition in which 10,000 names were submitted.

Fred Landon, assistant editor London *Free Press*, held down the night desk during vacation of F. F. McMartin, news editor, and is now enjoying lake breezes at Port Stanley on his own holidays.

Miss Margaret Saunders of Watford, Ont., who has been on the staff of the London (England) *Chronicle* since last autumn, is going to Belgium shortly to help distribute supplies to the stricken Belgians.

J. M. Fairlie, editor of the Wiarton *Record*, has resigned and has left for Scotland, where he will join the 5th Battalion of Princess Louises' Own Argyle and Sutherland Highlanders as a captain.

Edward W. Grange, Ottawa, Parliamentary correspondent of the Toronto *Globe*, and Miss Marion Osborne McDougall were married. The bride is a daughter of a former auditor-general of Canada.

John McNaughton, former cartoonist on London *Advertiser*, has obtained patents on a plate-casting machine for use in small newspaper plants. It is a compact device, and said to have been highly praised in New York.

In the new Methodist Bookroom Building, Toronto, Pte. William A. Mills, of the Canadian Overseas Contingent, was married to Miss Violet Legg. The ceremony was the first to be performed in the new building.

William Findlay, advertising manager of Ottawa *Free Press*, is summering with his family near Bathurst, N.B. Mr. Findlay was deprived of his usual holiday last summer by the war and is making up for it this year with extra time.

R. H. Pearse, editor of the Campbellford *News*, has donned the King's uniform and is taking a course of instruction at Barriefield Camp, qualifying for Overseas Service. His brother, Robert N. Pearse, is conducting the business of the paper.

Two members of the staff of the Fergus *News-Record* have enlisted, one being now in England, and the other in training at London, Ontario. They are Everard Imrie, and Arthur McQuarrie. This is a pretty good showing for a country office.

In the recent Canada Temperance contest in Perth county, C. V. Blachford of the Listowel *Banner*, was secretary of the County Temperance organization, and Lorne A. Eedy, of the St. Mary's *Journal*, chairman of the St. Mary's Campaign Committee.

Arthur C. Carty and A. A. McIntosh, represented London *Free Press* and *Advertiser*, respectively, in the party of newspapermen who were guests of the G.T.R. and the Government on the inaugural trip of the "National" new Transcontinental train.

Douglas Bros., Printers, Ludford, Ltd., bookbinders, and W. E. Irons, rubber stamp manufacturers, all of 115 Bay St., Toronto, are removing to the old Methodist Book Room premises on Temperance St., of which premises Douglas Bros. hold the lease.

M. Maxwell, city editor of Chatham *News*, was a London visitor on July 14, while on vacation, with a party of Maple City builders and contractors, who were guests of London Builders' Exchange. The visitors inspected the new press in the *Free Press* plant.

J. B. Hay, well-known newspaperman of Toronto, has been appointed publicity agent of the Canadian National Exhibition. Mr. Hay was for some time news editor of *The Toronto Daily News*, and has occupied responsible positions on *The World* and *The Telegram*.

The volume of foreign business in the London *Free Press* for the first half of July was in excess of the volume carried for the corresponding period of 1914, and last year was the biggest this paper ever had. H. B. Muir, advertising manager is to be complimented on this showing.

Capt. C. H. Weld, who was wounded in the knee at the battle of Ypres was for some years in the London office of the *Farmer's Advocate*, but was in the Winnipeg branch of that paper when war was de-

cleared, and enlisted from there. He has returned to this country.

H. B. Elliott, editor of the Wingham *Times*, has just completed eighteen years as publisher of this paper and has been for over twenty-seven years in connection with it. The *Times* has one of the best printing plants in the county and its office building is the best in the county.

Alexander Lewis, a veteran reporter of the Toronto *Telegram*, who recently gave up active journalism to become secretary of the Toronto Harbor Board, has felt the call to service, and is now in training at Niagara preparatory to taking a commission in the expeditionary force.

The Ottawa Evening *Journal*, the *Free Press* and the *Citizen*, are each contributing one hundred papers daily, to the Magdeleine de Vercheres Chapter of the Daughters of the Empire, which papers the chapter forward for use in the Canadian hospitals in England and France.

Harry L. Brown, who was some years ago connected with a Niagara Falls newspaper, has been for some time managing editor of the St. Augustine *Record*, and was so prominent in the fight for a commission form of government in that city, which won, that the city gave him public thanks for his work.

The Finnish Publishing Co., Limited, of Port Arthur, publishers of *Tyokansa*, a Finnish daily, have gone into liquidation. They were job printers and printers of books and pamphlets in the Finn language. The trustees of the estate are A. H. Dowler of Fort William, and M. J. Kenny, of Port Arthur.

G. G. Rooker, advertising manager of the *Times-Journal*, Fort William, has resigned his position in order to attend the officers' training school in Winnipeg for overseas service with the C.E.F. Prior to his Fort William venture, Mr. Rooker was for a number of years the Toronto *Globe's* Western representative.

Le Droit, Ottawa, has entered an appeal in the court of review at Montreal, against the judgment rendered by Judge McDougall in the Hull Superior Court, some time ago, whereby *Le Droit* was condemned to pay $1,000 in connection with a libel suit instituted against the publishers of the paper by Louis Cousineau, advocate, of Hull.

The Stratford *Herald* ran a successful three days' excursion to Sarnia and Detroit on July 17-19. Nearly five hundred excursionists took the trip. The excursionists were conveyed via the St. Clair route on the magnificent steamer, City of Toledo. The arrangements were in charge of Mr. George M. Dingman, manager of the *Herald*.

The *Christian Guardian*, one of the oldest weekly newspapers in Ontario, has removed its office of publication from Richmond St. West, to the new Wesley Building, just erected, on Queen St. West. The latter is reported to be the largest establishment in America devoted to the publication of religious books, magazines and newspapers.

The threatened libel suits against the Mount Forest *Confederate* and the Fergus *News-Record*, for publishing letters about military matters in Guelph, where there was some suspicion of graft or irregularities, have so far not matured. Editors Wright and Templin do not seem to be at all nervous, but rather court an investigation.

Wilson J. Bailey, for eight years advertising manager for Farmer and Company, Limited, one of the leading department stores of Sydney, Australia, was in Toronto last month. Mr. Bailey, who is a member of the Institute of Journalists (Australia), was for many years on the leading morning paper of Sydney, the *Herald*.

E. J. Hewson, for 27 years connected with the Penetanguishene *Herald*, has retired from the management of the paper, to give his undivided attention to other business interests. Alfred H. Bloor, formerly of Ingersoll, who has been connected with the Parry Sound *Canadian* for some time, is taking over the management and control of the *Herald* office.

W. R. Givens, publisher of the Kingston *Standard*, who has presented several handsome cups as trophies for the baseball championship of Kingston and district, has just given a silver cup to be competed for annually by the various rinks forming the Queen's Lawn Bowling Association. The cup is a very handsome one and will be a perpetual club trophy.

Rev. W. C. Riddiford, pastor of Egerton Street Baptist church, preached a sermon on "The London *Free Press*," in the course of which he said: "I, for one, think the *Free Press*, of London, one of the best, cleanest and most up-to-date newspapers in Canada, and worthy of any man's support. . . . We should pray for our great newspapers and editors and abuse them less."

A pleasant event took place the other afternoon in the offices of the McConnell & Fergusson Advertising Agency, London, when the principals of the firm and their staff united in the presentation to C. L. Spry of a gold watch, suitably engraved. The occasion was Mr. Spry's resignation to enter into business for himself, after ten years spent in Messrs. McConnell & Fergusson's employ.

The summer session of the St. Lawrence River Counties Press Association was held at Cornwall. A feature of the meeting was a tour of the Toronto Paper Company's big paper mill just on the outskirts of the town. Among those attending were M. C. Franklin (Brockville *Recorder*); J. G. Elliott (Kingston *Whig*); A. T. Wilgress (Brockville *Times*); W. Gibbens (Cornwall *Standard*), and C. W. Young (Cornwall *Freeholder*). The November meeting will be held in Brockville.

More London newspapermen have enlisted for active service. Leroy Scott and Nelson Minhinnick, both of London *Advertiser* staff, are now members of an A.M.C. detachment in training at London for reinforcements to No. 3 Stationary Hospital, now in England. Fred. Blaney, late of Montreal, but for a year relieving operator on the Canadian Press wires in London, enlisted in the 33rd Battalion, C.E.F., and was assigned to the signalling section. He is a competent wireless operator.

Newspaper offices in Stratford have done well towards furnishing recruits for the war. Early last fall, Herb. Philip, a *Herald* reporter, left Stratford with the Corps of Guides for Bermuda and thence to England. He is now in France and has seen some real fighting, according to recent letters from him. The *Beacon* has furnished four men since war was declared: Ptes. James Walsh, Wm. Hubbard, Fred Clarke, and Alex. McKenzie. Pte. McKenzie is an ex-Seaforth Highlander and a South African war veteran.

The continued assurance that the wheat crop of Western Canada will reach some 240 million bushels, practically all of which will pass through the terminals at Port Arthur, has caused a much more optimistic tone in this city reflected by improvement in general business. The total elevator capacity is some 43 million bushels, a little more than double that of Superior, Wis., so that some idea may be gained of the amount of activity on docks and railways when the long trains of box cars bearing Western wheat come trooping in to be unloaded into the big lake freighters for transit to the seaboard.

The Clinton *New Era*, celebrated its golden anniversary with a very creditable special number. A brief history of the paper was given as follows: "The *New Era* was founded on the 6th of July, 1865, by the late E. Holmes, who came here from St. Catharines after several other papers had passed into the newspaper graveyard. In the summer of 1869 The *New Era* was run by Robert Matheson, who still resides in Chicago, and who controlled the paper until the spring of 1872, when the paper passed back into the hands of the founder. A year or so later, Mr. Holmes sold it to his foreman, the late Edward Grigg. The *New Era* is now published by W. H. Kerr & Son.

QUEBEC.

Joseph J. Fischgrund, of Cleveland, became advertising manager of the Montreal *Gazette*, on July 1.

J. N. Chevrier of *Le Devoir*, Montreal, is president of the International Circulation Managers' Association.

C. J. Hanratty of the Montreal *Mail* has been commissioned a lieutenant in the Montreal Composite Regiment.

Colonel David Watson, proprietor of the Quebec *Chronicle*, is reported missing in the casualty list from the field of La Bassee.

H. R. Ovenden, formerly of the Montreal *Gazette*, has been given a commission in the naval division of the Royal Flying Corps.

Arthur H. Sandwell of the Montreal *Herald* staff has been commissioned a sub-lieutenant in the Royal Naval Air Service of Great Britain.

Harold B. Crowe, late news editor of the Rossland (B.C.) *Miner*, has joined the staff of the Montreal *Herald* and *Telegraph* as a special writer.

The Montreal newsboys were made happy by the tenth annual picnic given by Peter Murchy, as president of the Newsboys' Protective Association.

Arthur E. Partridge, city editor of the Rochester, N.Y., *Post Express*, has joined Company C, 42nd Highlanders of Montreal, and will go into camp at Valcartier.

The Montreal *Journal of Commerce* suspended publication on July 31 of its daily issue to resume its weekly form. The explanation is the condition brought about by war.

Jack McNeil, now assistant city editor of the Montreal *Gazette*, but formerly active in Toronto newspaper circles, was renewing acquaintances in Toronto recently while on a short holiday trip.

Several thousand Italians made a raid on Henri Bourassa's Montreal newspaper office, *Le Devoir*, one night recently, smashed the plate glass windows in the office and made an attempt to force an entrance into the building from the rear. However, before serious damage was done mounted police and policemen on foot drove the mob away and effected three arrests. The cause of the Italians' wrath against Mr. Bourassa and his paper was an article published in *Le Devoir* reflecting on Italy as having entered the world war on selfish grounds.

In the suit of Dame Jubinville for $15,000 damages against the Montreal *Star* for refusing to publish a patent medicine advertisement, which the newspaper contended would hurt the business of other advertisers, Mr. Justice Lane gave judgment in favor of the *Star*. His Lordship held that the contract gave the newspaper the right to refuse

to publish any matter it deemed objectionable, and the contention of the *Star* that the plaintiff's proposed advertisement would reflect on the reputation and standing of the manufacturers in question was upheld by the Judge.

Judgment has been given in the case of *The Herald* Company, Limited, and W. H. Scroggie, Limited, in liquidation. On April 28, 1913, the Scroggie firm made a contract with *The Herald* for the publication of 1,801,800 lines of advertising to be used within three years. A clause in the contract read as follows: This special price is allowed on the understanding that all the terms of this contract shall be adhered to by the advertiser, in default of which the price shall be 15c per agate line; and it is further agreed that should the advertiser fail to comply with the terms of present contract for any reason whatsoever, the publisher of *The Herald* will have the right to claim as liquidated damages 15c per agate line for the number of lines used or for the number of lines remaining unused." When the Scroggie firm went into liquidation the whole amount of space contracted for had not been used. The Herald Co. did not claim the full amount of 15c per line for the entire contract but filed a claim for the number of lines unusued at 15c per line. This amounted to $73,133.74. The liquidator resisted the claim as being excessive. Mr. Justice Weir, however, held that the claim was quite justified by the terms of the contract and gave judgment in favor of The Herald Company for the full amount of the claim against the liquidator. This judgment is particularly interesting to all newspapers and advertisers.

MARITIME PROVINCES.

The binding business keeps good, some concerns working overtime.

John S. Scott is conducting a $700 prize Voting Contest for the Newcastle (N.B.) *Union Advocate*.

J. Frank Breckon, a former Orillian, is now editor of the Victoria *Observer*, published at Perth, N.B.

The Yarmouth *Times* is advertising for lady compositors which indicates that it is abandoning machine composition.

J. C. Jones, of the Printer's Supply Co., has just returned from Newfoundland, and reports doing good business in printer's machinery there.

F. W. Sumner, one of the principal directors of The Times Printing Co., Moncton, has been appointed Agent General for New Brunswick in Great Britain.

Colin McKay, of the St. John, N.B., *Standard*, and formerly with Montreal newspapers, has gone to England to be third officer aboard the hospital ship St. George.

The printing offices of Halifax, considering the condition of affairs, are not too badly off at all. While compositors are easy to get, still there is no one out of work.

Jordan & Brown, publishers of the Chatham *Gazette*, have dissolved partnership, Mr. Jordan continuing the business. Mr. Brown is editing the *Union Advocate*, Newcastle.

With a loss, estimated at $50,000, the Miramichi Pulp Mill property owned by the Dominion Pulp Company, was destroyed by fire. It was partly insured. The mill has not been operated during the last five years.

Wm. Roderick Robertson, owner of the Goderich (Ont.) *Signal*, Goderich, Ont., visited his brother, Robert S. Robertson, of Churchville, N.S., for a few days, and greatly enjoyed looking over the scences of his early life in Pictou County, and meeting old friends.

A new printing and publishing company called the Maritime Press Ltd., has taken over and purchased a small jobbing plant in Moncton, run by Messrs. Malenfant & Stratton. Objection has been taken to this local firm's using the name of the Maritime Press, as there is a Maritime Press Association as a subsidiary organization of the Canadian Press Association.

A souvenir edition of the Charlottetown *Guardian*, has just appeared. Fifty years ago in Charlottetown the first conference was held which led to the Confederation of Canada. It was intended to celebrate the Confederation Jubilee in Charlottetown last September, and elaborate arrangements had been made for the event. The outbreak of the European War caused the abandonment of the celebration, and with it the Confederation Number planned by the Charlottetown *Guardian*. It was thought a pity to allow such good publicity matter to go to waste altogether, and so Editor J. N. Barnett brought out this souvenir number which is of more than ordinary interest at the present time. In addition to being the cradle of Confederation, Prince Edward Island is the cradle of the famous Silver Fox Industry, which has made the fortunes of so many Islanders during the past four years.

NEWFOUNDLAND.

The July number of the *Cadet*, published on the 13th, from the office of the St. John's *Daily News* for the Cadet Publishing Company, contains over forty illustrations.

The Twillingate *Sun* recently announced its intention of increasing its advertising rates. Brother Temple is no doubt giving cost a study. There is ample room for others in this country to follow him in this respect.

Andrew Lunnen, foreman of the Mechanical department of the Twillingate *Sun*, has severed his connection with that paper after twenty-seven years of uninterrupted service, during which period the *Sun* has been the property of three different owners.

Jas. P. Carmichael of the reportorial staff of the St. John's *Mail and Advocate*, was recently presented with a fountain pen by the print staff of that paper. The presentation took place in the press room and was made by W. J. Long, foreman of that department. Mr. Carmichael leaves the newspaper business to take up commercial work.

The Dead

Harry Cowan, well-known as a sportsman, printer and business man, of Vancouver, is dead.

Frank H. Coles, for many years connected with the *Prototype*, London, Ont., died recently.

Robert Sproule, formerly of the Edmonton *Journal*, was killed in action. Two of his brothers were wounded.

Tracey E. Noble, a member of the Hamilton *Spectator* local staff and former reporter on the *Times*, is dead.

W. Kidd, brother of F. Samuel Kidd, chief editor of the Montreal *Gazette*, and himself employed in the editorial department, died recently.

Frank Ford, sporting editor of the Moose Jaw (Sask.) *News*, is reported among the dead at the front. He was a private in the 5th Battalion.

The death took place on Sunday, July 11th, of Mrs. John Auld, aged 86. John A. Auld, of The Amherstburg *Echo*, and Wm. H. Auld, of the Essex *Free Press*, are sons.

JAMES P. MURTAGH.

James P. Murtagh, for more than 45 years a printer in the employ of Detroit newspapers and one time member of the common council and state legislature, is dead. Mr. Murtagh, 20 years ago, was president of the local Typographical Union. In 1889, he was elected to the legislature from Detroit, and served a single session as a representative. He was born 62 years ago in London, and learned the printing trade in St. Thomas.

S. W. GRANT.

S. W. Grant, one of the victims who lost his life in the Queenston trolley wreck, was the advertising manager of the Westminster Publishing Co., Toronto, which position he held for the past seven years.

Mr. Grant was of English parentage, and became noted for his part in the organization of The Gideons, a body which has done much to put biblical literature in hotels about the province.

WILLIAM McMILLAN.

William McMillan, of Victoria, B.C., is dead at the age of 83 years. The late Mr. McMillan was formerly a resident of Carberry and Treherne, and was well known in Winnipeg and Manitoba, having been a contributor to one of the Winnipeg daily newspapers under the pen-name of "Hayseed." Deceased was a timber and homestead inspector for a number of years while resident in Manitoba.

JOHN A. MacCORMICK.

John A. MacCormick, of Ottawa, is dead at Cornwall. Mr. MacCormick, or "Mac," as he was known and familiarly called, entered newspaper work with A. E. Powter of the *Glengarrian*, of Alexandria. Later he went to Cornwall and joined the staff of the *Standard* as reporter. He was afterwards employed in a similar position on the *Freeholder*. In 1912, he left for the Pacific Coast for the benefit of his health, and while there was employed on the New Westminster *Columbian*. He remained there only a short time and on his return east he secured a position on the editorial staff of The Ottawa Evening *Journal*, which he held at the time of his death. During his residence here he acted as Cornwall correspondent for several papers in Montreal, Ottawa and Toronto.

W. W. FOX.

By the death at Cochrane of Wm. Wesley Fox, Ontario has lost one of its veteran newspapermen of the old school.

Mr. Fox was actively engaged in newspaper work till about six years ago, when he was appointed Provincial Deputy Game Warden for the mining district, a position which he filled till his death.

In the literary world he filled the dual role of newspapermen and photographer, and penned many articles accompanied by photographic illustrations, which appeared in the leading publications of Canada from time to time.

When the rebellion in the North-west broke out, Mr. Fox enlisted for active service and wrote special articles for the Toronto *Mail*.

When Major Moody and his exploring party invaded the Hudson Bay territory in the interests of the Dominion Government, Mr. Fox accompanied the party and wrote special articles for several Toronto newspapers. For many years, Mr. Fox contributed special articles, which periodically appeared in the *Globe*.

PRINTERDOM

U. T. AND F. C. NOTES.

Despite abnormal business conditions, the number of members admitted to membership in the United Typothetae and Franklin Clubs of America in the past few months has exceeded by more than ninety per cent. the number added for a like period in 1914. Likewise can it be said that the work of auditing and installing cost systems in on the increase, despite rumors of business depression.

Communications continue to come to the National office that the Standard Price List is proving a valuable medium and help to its users. The compilations and special information provided therein by the Price List Committee is authentic and serviceable, and considering that new and revised pages are furnished at intervals, it behooves every printer to affiliate with the United Typothetae and Franklin Clubs of America, in order to avail himself of this assistance. The book at the present time contains over 100 pages properly classified.

The trade report appearing in the July *Bulletin*, showing graphically the trend of business conditions during the past three months, indicates that business has materially increased in the Eastern section. The Southern and Western territories are alike in their reports, an increase showing through the month of May, but a decline appearing for June. The Central section made its best report with the opening of May, but towards the end of the month fell to the level of conditions as reported in March. The general average is somewhat better than found during the first quarter of this year.

On Thursday, July 15th, Mr. J. Clyde Oswald visited headquarters, while en route to New York City, coming from the West, where he attended the Exposition. Mr. Oswald, while in California, also met with the Twenty-Ninth Annual Convention Committee in Los Angeles.

E. E. Laxman, assistant secretary, United Typothetae and Franklin Clubs of America, has tendered his resignation, to take effect August 15th. Mr. Laxman leaves the National Organization to enter the firm of the Clement Company, large edition printers, Buffalo, New York.

One branch of the work of the Standard Price List Committee, that of advocating the tabulation of bindery production records, is making steady progress. At this time there is on file at the National office the record of the performances of several hundred jobs, according to operation. A review of these statistics readily indicates the importance of every cost system user making a part of his cost system, the method fostered by the Price List Committee.

These records can be used to great advantage by the Estimating Department, and particularly have they been found valuable in increasing production. Notable instances are on record that show hourly production increasing as much as one hundred per cent.

Every interested cost system user should write the National office for complete information in regard to this important subject.

The Composite Statement of Cost of Production for 1914 is rapidly approaching completion, and a review of its contents at this time indicates that it will prove to be one of the most interesting, comprehensive and useful reports ever compiled for the printing industry. The number of cost system users who have contributed their statements is indeed gratifying and shows that the subject of cost finding is being rated by printers as of more importance than ever before.

While the Program Committee, appointed by President Finlay of the United Typothetae and Franklin Clubs of America, is preparing the educational features of the coming Convention, the Entertainment Committee at Los Angeles is putting on the finishing touches to an entertainment program that will be a memorable one to all who attend the Convention.

Write for your hotel reservations as early as possible to General Committee, Room 522 Union League Building, Los Angeles. Simply state the accommodations you wish and the price you wish to pay and the Committee will see that you get full value for your money.

THE WESTERN CANADA CONFERENCE

The Third Annual Convention of The Western Canada Conference of Typographical Unions was held in Saskatoon, July 1, 2, 3, in the Labor Temple, all the affiliated unions being represented with the exception of Lethbridge and Prince Albert. Some very important legislation affecting the welfare of the printers of Western Canada came up for discussion and satisfactorily dealt with. Among these were the apprentice question—ways and means by which the apprentice of the present day works could be improved so as to make him at the end of his five year term fully competent in all branches of the trade. The protection of members at the front was another important matter that created considerable thought. At present each local is bearing the cost of its own members to keep them in good standing while enlisted and so keep up their mortuary benefit. It was decided to have the matter taken up at the coming I.T.U. convention at Los Angeles in August looking towards having the International body keep these members in good standing and thus relieve the locals of this expense. The matter of sanitation and ventilation of the offices was probably the most important item of business and in the discussion of this matter the Conference was greatly aided by the presence at the convention of Mr. T. W. Molloy, superintendent of the Saskatchewan Labor Bureau. Mr. Molloy was greatly impressed with the draft act presented by the Conference and purposes taking up the matter with his Government while representation along the same line will be made to the Alberta Government. Scale negotiation, union made paper, Customs difficulties, label campaign work, etc., also occupied the attention of the Conference.

Saskatoon local entertained the delegates to a splendid banquet at the King George Hotel o nthe evenig of the first day of the session, thereby celebrating not only the convention event but also the first day of a barless Saskatchewan. The members in attendance suffered no ill effets from the fact that the hotels were all "dry" and it was generally conceded that the new legislation in this province will work to the good of the members of the printing trade as also of all other branches of organized labor.

J. C. WATTERS IN VICTORIA.

J. C. Watters, president of the Dominion Trades and Labor Congress, has reached Victoria from Ottawa and will make this city his headquarters until the Trades and Labor convention meets in Vancouver in September. Meanwhile he will address meetings in various parts of the Province. Mr. Watters was formerly labor leader in Victoria and has many friends there.

Mr. Watters states that workmen's compensation legislation has made the most advance in Ontario and Nova Scotia. In the former province both individual responsibility for accidents and compensation according to grouped industries is provided. In Nova Scotia the latter course is favored.

The shorter hours movement, he says, has advanced to the extent that ten hours, in operation extensively throughout the East, has been reduced to nine hours in many cases. With regard to wages, since the factories have been busy with war orders the labor leaders have been in touch with the Government departments and with the British authorities, and in many cases have secured better conditions.

EDMONTON NOTES.

The Edmonton Engraving Co. has suspended business.

The Hamley Press is now installed in its new location on Third Street.

The Bradburn Printing Co., have moved to their new building on First Street.

Harry Buts of the Art Press is convalescing from a severe operation necessitating a ten weeks' confinement in the hospital.

Manager Race of the Edmonton Printing & Publishing Co., was appointed returning officer for the election held on July 21 on the Liquor Act.

Matthew Esdale, manager of the Esdale Press, has returned after a month's visit to Press, has returned after a month's visit at Ottawa, Toronto and Winnipeg.

E. S. West of the firm of West & Brown, Calgary, was a visitor at the opening of the new Macdonald Hotel and took occasion to renew his acquaintances among the printers.

The printing business of Edmonton was at a standstill, as far as the machinery departments were concerned, for two days owing to the inability of the power plant to furnish power on account of high water during the recent flood. The daily papers made use of gasoline engines to run off their editions.

TORONTO NOTES.

While a number of Toronto plants are still running short handed or short time there is a better feeling in the trade and all are looking forward to early improvement.

As nearly all buyers of printing have allowed their stocks to run down and have been buying from "hand to mouth," it will take only a small change in business conditions to greatly benefit the printers.

This being vacation season there is but little active organization work being done, but a strenuous Fall Campaign is being prepared that is expected to largely increase the membership of the Graphic Arts Board of Trade and enlarge its sphere of influence for good in the trade.

PRINTERS AND THE CANADIAN MANUFACTURERS' ASSOCIATION.

The following letter to PRINTER AND PUBLISHER from W. H. Quinn; Business Manager, Public Press, Winnipeg, will be read with interest and should be noted with attention by all Canadian printers:

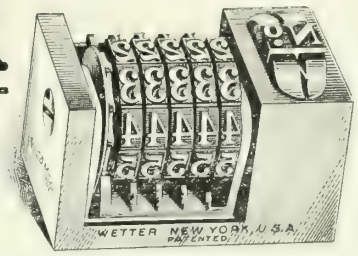
"It occurs to us that it would be a good idea for the PRINTER AND PUBLISHER to give this movement a healthy boost. We have spoken to several printers in town

THE Pica Model Wetter Numbering Machine

The only machine made with a Cipher that will always print plainly.

"No." Slide is removable—so that a letter or other character can be used to precede the number without taking the Machine out of the form. No Printer can afford to be without these machines.

You can do your numbering at a lower cost, and are not subject to delay in sending your work out to be numbered.



Size 5¼x9 Picas

for use on Printing Presses to Number and Print at One Impression. They are of the Wetter high standard—fully guaranteed. The few dollars you invest will return to you many times during the year. Adopt the Wetter way and get the orders that the other printer is capturing.

No. 12356
FACSIMILE IMPRESSION

$5

Sold by ALL DEALERS

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, New York, U. S. A.

Pica Model 1—5-wheel $5
Pica Model 2—6-wheel $6

THE
Advance Machine Works Co.
Canning and Donaconna Sts. - MONTREAL

Printers' Machinery

Special Machinery Built, Presses Rebuilt, Two-Color Attachment, Plants Installed, Press Repairs, Gears, etc.

Long Distance Bell Telephone: Up. 4416

TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

CHAUNCEY WING
Manufacturer of the Wing-Horton Mailer and its Supplies
GREENFIELD, MASSACHUSETTS

WE'RE THE MEN TO DO YOUR ENGRAVINGS.

Let us do your catalog illustrating.

We have the plant, the skill and the will to do good work.

Our work must please you in every respect or we are not satisfied. We want your trade by deserving it.

Put it up to us and have no regrets.

The Reliance ENGRAVING COMPANY
143 UNIVERSITY AVENUE, TORONTO, CAN.

about joining the Graphic Arts Section of the C.M.A. and none of them appear to have heard about it. It is quite evident that the circular issued some time ago by the C.M.A. has either failed to reach them or else did not impress them sufficiently.

It is lamentable that the printers in Canada have no national organization. One time we did have the Typothetae, but if this organization is as dead all over Canada as it is in Winnipeg, there is no hope for it. Besides, we understand that the idea is to cut loose and boost the Canadian organization. The Local Printers' Boards of Trade form a very excellent function as far as they go, but it seems necessary that we should have some organization which will make the little printer with two Gordon presses feel that he has as much right to membership as the big fellow."

PRINTERS' SCALE IN TORONTO.

The board of arbitration appointed to adjust differences between the Toronto Newspaper Publishers' Association and Typographical Union No. 91, relative to a new three-year agreement, has completed its work and a unanimous decision has been arrived at. The need for referring the case to a board of arbitration arose from the failure of the Union to accept the finding of the board of conciliation which had the matter in hand at the outset. Its personnel consisted of Sir William Meredith, Chief Justice of Ontario, chairman; Messrs. J. F. Mackay, business manager of the *Globe*, and Atwell Fleming, a prominent master printer, representing the newspapers; Messrs. Hugh Stevenson and Wesley Williams, representing the union. Ex-Controller James Simpson was counsel for the union, and J. E. Atkinson, managing director of the Toronto *Star*, for the publishers. The decision of the board was that owing to unsettled conditions due to war there should be no change for at least a year.

NEW BOOK ON LINOTYPE METAL.

An interesting booklet has been put out by the Mergenthaler Linotype Company dealing with Linotype metal, and superseding an earlier pamphlet on the same subject. The pamphlet treats exhaustively of such subjects as: Producing Solid Slugs; Temperature Adjustment; Linotype Thermometers; Low Metal Alarm; Ewald Pot Plunger Cleanr; Choice of Metal; Preparation of Pigs; Reviving Old Metal; Preventing Hair Lines; Blatchford's Improved Perfection Gas Furnace; Automatic Metal Furnace; Recasting Molds, etc., etc. A copy of this booklet is being mailed to all linotype users.

ANTIMONY.

The rise in antimony has been as spectacular as in any of the "war metals." A year ago it was selling for 6.87½ cents a lb., and to-day special brands are bringing around 45 cents. French brands are selling at 40 to 42 cents, and Chinese at 36½ to 37½ cents. The big commercial use of antimony is in making of type metal, which is roughly 2 or 3 per cent. tin, 10 per cent. antimony and the rest lead. Because of higher prices of those three metals there has been an advance of two or three cents a pound in certain kinds of type metal.

LEAD MOULD PROCESS OF ELECTROTYPING.

A new process of electrotyping has been introduced in Canada in the lead mould process. Up to this time Canadian buyers have had to go to the States to get this work done. The Montreal Electrotype Co. have installed a machine to do this work at about double the cost of the ordinary wax process machine. The compression that can be obtained is about four times what can be obtained by the wax process, being 1,000 tons to the square inch as compared with 250 tons by the wax process. Lead has more resistance than wax and thus enables a greater compression, which ensures a clearer reproduction, bringing out greater detail. The lead mould has greater electric conductivity than the wax mould, which uses a powdered lead as a conductor.

It is in high-class work that the lead mould electro is of great value. Where an expensive engraving is to be saved by the use of the electro the lead mould will make a reproduction equal to the original, whereas there is some detail lost in the reproduction from the wax moulding. For ordinary type work the wax mould gives good results. The lead mould electro costs about 20% more than the wax, but the printing value is about 25% greater. The duty on lead moulds coming in from the States is 1 cent ½ square inch. Therefore, as these are now made in Canada there is a big saving effected.

PLATE-CASTING MACHINE PATENT.

John McNaughton, formerly cartoonist on The London *Advertiser*, has secured the patent on a plate-casting machine for use in small newspaper plants which to a certain extent promises to revolutionize methods of illustration for the small paper.

The small newspaper is seldom able to do stereotyping from composition matrices. It must receive its cuts in metal form and the metal must be shipped back to the firm from which it was secured. Mr. McNaughton, who has for some years been successfully selling his own illustrations services for advertisers throughout the United States, saw the need of a compact device that would cast from the matrice for small papers. He worked for five months on his idea, doing every bit of the work on his model with his own hands, and has recently perfected it. Several syndicates in New York have characterized the invention as being of great importance to advertisers in small places and syndicates which sell advertising illustrations.

HOW WASTE PAPER IS CARED FOR IN WINNIPEG.

The Winnipeg Paper Co. is a co-operative waste paper company, taking care of the waste paper from the printers, and paying them for same. They have paid since the inauguration of the company several thousand dollars to the producers of waste paper for this commodity, that previous to the inception of the company brought no returns to the printer.

The Winnipeg Paper Co. maintains 3 rigs and calls on all of the printers in Winnipeg each week, some of the larger getting a call as often as twice a day, while the small producer is called upon only once or twice a week.

Payment for this waste is made as the basis of weight and grade, and the company finds many printers who could get more for their waste paper is they would take a little trouble and keep their waste clean and free from floor sweepings, etc. Also if they would keep all white waste separate from colored it would help. The company furnishes bags or crates as the case may be, for the printer to put his waste in, and furnishes just as many as he can use, so it should be an easy matter to keep all cutter waste separate.

In Winnipeg the prices quoted in the June PRINTER AND PUBLISHER cannot be paid as there is no local market for waste paper, all the way to $5.00 per ton freight having to be paid to get it to a market, but even with this handicap, the Winnipeg Paper Co. has made money for the printers of Winnipeg in that they have received payment for something which they did not get paid for before.

LINOTYPE INSTALLATIONS.

The following are a few of the recent Linotype installations in Canada.

	Model.
Bridgetown, N.S., Monitor Pub. Co...	15
Montreal, Que., *Gazette*.....	9
Toronto, Ont., Armac Press.....	5
Hawkesbury, Ont., *Echo*	5
Sherbrooke, Que., *La Tribune* ...two	15's
Montreal, Que., *Godin-Menard*.....	5
Montreal, Que., *Jewish Journal*.....	4
Montreal, Que., *Jewish Journal*.....	5
Newmarket, Ont., *Express-Herald*.....	5
Kingston, Ont., *Standard*	K
Kingston, Ont., *Standard*.....	5
Windsor, Ont., *Record*	5
Blenheim, Ont., *News-Tribune*.....	5
Timmins, Ont., *Porcupine Advance*...	5
Niagara Falls, Ont., *Record*.....	15
Aylmer, Ont., *Express*	4
Winnipeg, Man., *Telegram*.....	8
Waterloo, Ont., *Sentinel*.....	15
Toronto, Ont., British and Colonial Press	K
St. John's, Nfld., *Daily News*	5
St. John's, Nfld., *Plaindealer*.....	K
Kingston, Ont., *British Whig*.....	K

This does not indicate depression in the newspaper business.

B.C. PAPER PLANT.

Plans are being laid in Vancouver for a great commercial enterprise which will help to deal a death blow to German trade in so far as the pulp and paper trade is concerned.

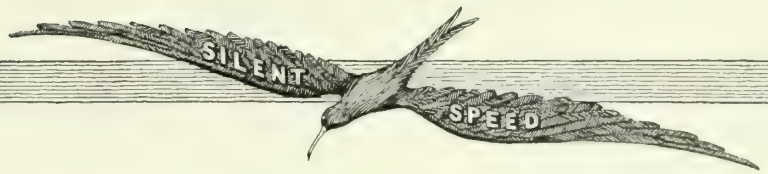
W. Pierce Johnson, a well-known banker and paper magnate, of San Francisco, and a representative of the large pulp and paper interests known as the Fleishacker & Johnson company, accompanied by his attorney, Oscar Sutro, and Mr. Bloch, were in Vancouver recently closing up a big deal for the reopening of the Ocean Falls company on a larger scale than ever. Mr. O'Brien, member of a large financial firm in London, Eng., is looking after the interests of the Old Country bondholders in the reorganization, and an official announcement is expected shortly. All of the major questions have been settled and the legal firms engaged by the respective parties are engaged now in settling up minor matters connected with the adjustment of the various interests.

BUSINESS BOOKS.

L. F. Gramme & Sons, Allentown, Pa., publish a book entitled "Guide to a Business Career," which is a descriptive catalogue of over 500 books selected for the direct information and practical subject matter which they contain. The publishers state that it took an expert over a year to compile this catalogue. Certainly the list of books it contains is an extremely valuable one to any man seeking to build up a business library. Those desiring a copy of this book should write to the publishers. The book will be sent gratis so long as the supply lasts.

AMERICAN PRINTER'S NEW ADDRESS.

The *American Printer* announces its removal to 344-348 West 38th Street, New York City, Telephone 4885-4886 Greeley. After July first all communications should be directed to the new address.



"The Baby" Cylinder
Semi-Automatic Feed
4,000 an hour running speed guaranteed

WE have often referred to "The Baby" Cylinder as a "hand-fed" press, to distinguish it clearly from the automatically fed Autopress.

As a matter of fact the method of feeding "The Baby" Cylinder is really **semi-automatic.**

"Hand feeding" on a platen means that the operator must **pick up** each sheet, feed it to register, remove it from the press when printed and if a sheet is misplaced the throw-off must be operated **by hand.**

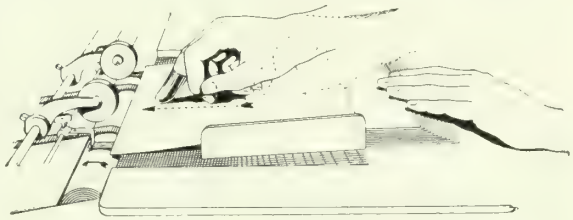
If it be a cylinder press, the operator must feed the sheet **to register** and in case of a miss he must operate the throw-off or foot trip.

All of these requirements place very rigid restrictions on speed possibilities.

And they make hand feeding very exacting work. To **maintain** even a fair rate of speed for any length of time is tiresome and this leads to innumerable excuses for short stops which eat into production heavily.

On "The Baby" Cylinder the feeder is relieved of much of this work entirely and what he does have to do is made remarkably handy and high speed is easy to maintain.

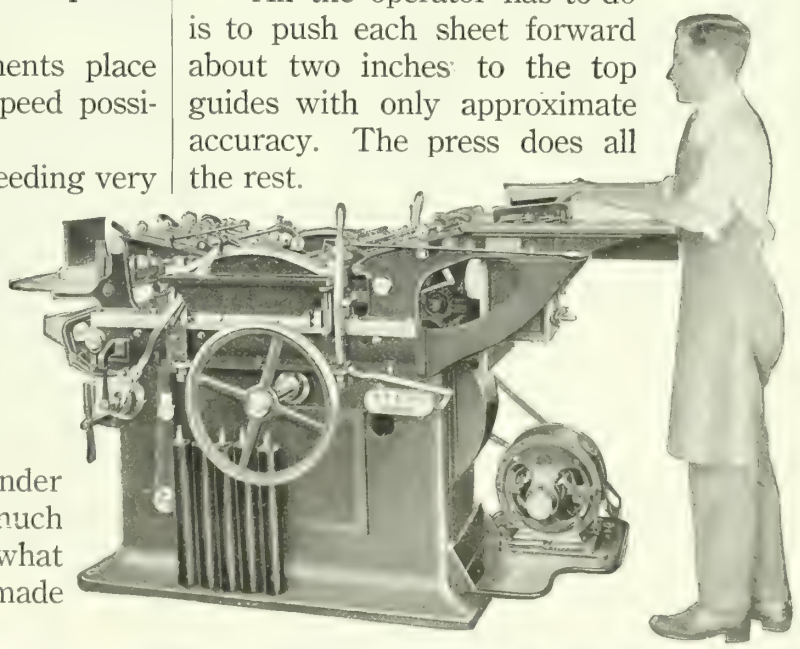
The press automatically registers the sheet and delivers it to the jogger.



The press automatically trips the impression and the ink if a sheet is not fed.

The operation of feeding is well shown by above illustration.

All the operator has to do is to push each sheet forward about two inches to the top guides with only approximate accuracy. The press does all the rest.



AMERICAN AUTOPRESS COMPANY
(INCORPORATED)
110-112 West Fortieth Street, NEW YORK CITY

CHICAGO	SAN FRANCISCO	PHILADELPHIA	RICHMOND, VA.
401 S. Dearborn St.	Phelan Building	1011 Chestnut St.	16 N. 14th St.

Wizard Black, $1.00

National Black, 75c.

Standard Black, 50c.

S. C. Black, 25c.

Weekly Black, 10c.

Every one at the head of its class.
Working qualities absolutely guaranteed.

SINCLAIR & VALENTINE COMPANY
TORONTO **OF CANADA, LIMITED** WINNIPEG

WHY let that idle press run up your costs and overhead when you may readily dispose of it through a

PRINTER & PUBLISHER
WANT AD

Two cents a word will put you in intimate touch with eighty per cent. of all your fellow printers and publishers in Canada. Send in your copy *to-day* to ensure insertion in our next issue.

Say you saw it in PRINTER & PUBLISHER

Thousands of calendars in 1916 will be mounted on

SULTAN PAPERS

Many of the leading calendar manufacturers — the high-art folk—after scanning the paper market carefully, have decided that, for richness of color and fine texture, no papers quite come up to SULTAN for attractive appearance.

The selection of

Sultan Covers

for Calendar Mounts is merely one more tribute to the most artistic and serviceable cover paper made.

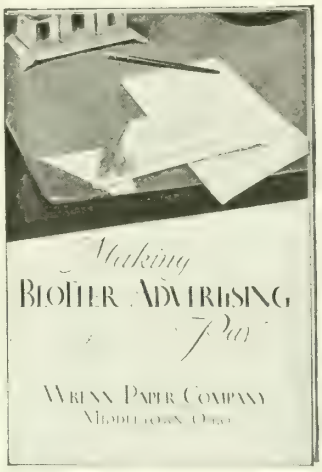
Regularly carried in twelve shades, 20x25-60, and 20x25-100, called RHINOS.

Made in special sizes in any desired color, where the quantity desired warrants a special run.

Samples on request.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.



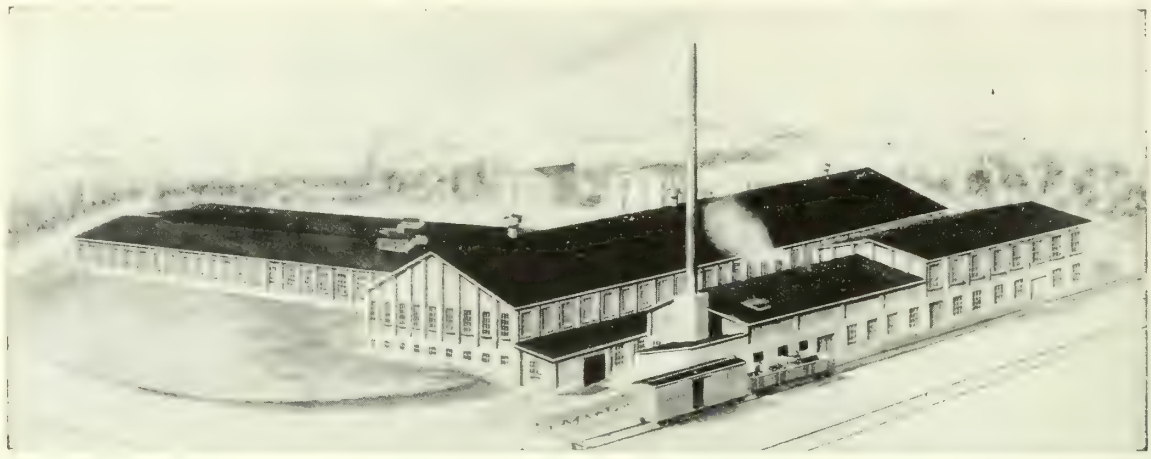
Creative Arguments for Blotter Advertising

Making Blotter Advertising Pay is the title of this distinctive booklet published by the Wrenn Paper Company of Middletown, Ohio. It is virtually a handbook on blotter advertising. In it the Wrenn Company has not only reproduced many attractive blotter designs but has given actual testimonials from firms that make habitual use of the blotter as printed advertising.

The booklet tells at some length how blotters are being used by such well-known concerns as the National Cash Register Company, the Prince George Hotel of New York, and the Burroughs Adding Machine Company. The last named firm sends out blotters regularly to a mailing list of 100,000 names.

This booklet is written for printers. It is full of facts and ideas that can be used to back up selling arguments. It tells how to produce the kind of blotter advertising that pays for itself in results—the kind that brings in the "repeat" orders.

We recommend every printer to send for one or more copies to use in soliciting orders for printing blotters.



Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building Private Exchange Adelaide 1986

"FOR SALE" OR "WANT" ADVERTISEMENTS

CLASSIFIED ADVERTISING

EQUIPMENT FOR SALE

MONOLINE FOR SALE. 92 HOGARTH Avenue, Toronto.

MONOLINE FOR SALE—IN GOOD WORKing condition; recently gone over by expert. No further need of it. Will sell, with parts on hand, for $350.00 f.o.b. Wiarton. The Canadian Echo, Wiarton, Ont.

FOR SALE—STANDARD DUPLEX NEWS paper press, 4, 6 and 8 pages; Miehle Press, 35x50; Linotypes and complete printing plant. Apply to DUSSAULT & PROULX, Eur., P.O. Box 343, Quebec, P.Q.

FOR SALE — TYPOGRAH MACHINE IN first class condition. Cheap—Terms to suit purchaser. Record Printing Co., Ltd., Windsor, Ont.

REBUILT PRINTING PRESSES SIX column quarto, $550; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York

FOR SALE COMPLETE JOB PRINTING outfit; used 4 months; cost $365.00; price now $175.00. E. W. Douglass, Stanley, N.B.

FOR SALE—ONE ROTARY CRIMPER FOR loose leaf sheets with micrometer adjustment, made by National Printing Machinery Co. A splendid machine and in thoroughly good working order. $220. Box 366, Printer and Publisher.

WANTED TO PURCHASE SMALL SECOND-hand electrotype plant. Reply, giving full particulars, to Box 1001, Printer and Publisher, Toronto.

FOR SALE—THE REAL PROPERTY AND plant of the Finnish Publishing Co. of Port Arthur, Ontario, until recently publishers of the Finnish Daily Newspaper, Job Printers, Bookbinders, Publishers and Dealers. Real Estate, $18,000; Plant as per stock list, $29,978, will be sold en bloc or in parcels to suit prospective purchaser. Stock list and further particulars may be had by applying to W. A. Samuel, Assignee, Rooms 8-14, Ross Block, Fort William, Ont.

FOR SALE NEWSPAPER AND JOB OFfice in progressive Alberta town; last month's business $270.00; new equipment; good crops. Plant, building and lot, $2,000, $800 cash. P.O. Box 52, Cereal, Alta.

WANTED

WANTED TO LEASE — WEEKLY NEWSpaper, Ontario preferred, with option of purchase. Advertiser is thoroughly competent newspaper man with fourteen years' experience (daily and weekly.) State particulars and terms in first letter. Box 370, Printer and Publisher.

LINOTYPE OPERATOR-MACHINIST SEEKS situation, any model, including Model 9. I.T.U graduate, married, good references, Western Canada. Would like to locate with live paper in small town. Box 372, Canadian Printer and Publisher, Toronto.

PRINTER WITH NINE YEARS' EXPERIence on newspaper and job work desires position. Competent, steady and sober. Will go anywhere and can come on immediate notice. H. E. Adair, 811 Shaw St., Toronto.

BUSINESS CHANCES

FOR SALE- ESTABLISHED AND LUCRAtive Job Printing Business, near Vancouver. $500 will handle. Owner returning to England. Box 369, Printer and Publisher, Toronto.

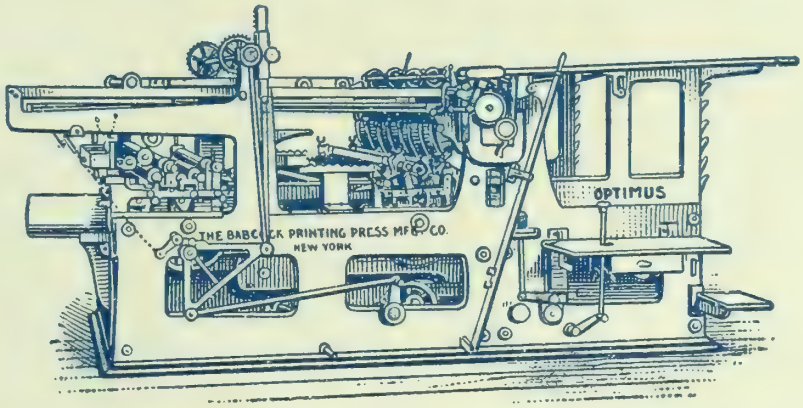
WEEKLY NEWSPAPER (IND.) NO OPPOsition. In growing town, good country, good job work, very good plant. Whole interest offered for sale, together with brick block. Box 368, Printer and Publisher, Toronto.

JOB OFFICE PLANT AND BUILDING AT a price that is a bargain. Good trade (owner wishes to go on farm). Heart of city. Write Box 371, Printer and Publisher, Toronto.

FOR SALE—WEEKLY NEWSPAPER AND job printing business in one of the best manufacturing cities of Western Ontario. Long established. Plant recently renewed. This is an exceptional daily field. Offer of sale solely on account of death of proprietor Box 374, Printer and Publisher, Toronto.

LINOTYPE INSTRUCTION — SAFEGUARD your future; evening course, $5 weekly. Empire School, 419 First Avenue, New York.

THE BABCOCK "OPTIMUS"



STRENGTH, ACCURACY, SPEED

The first great economy in every printing office must be in the machines that do the work. The qualities absolutely indispensable are **STRENGTH, ACCURACY** and **SPEED.**

THE BABCOCK "OPTIMUS"

is the embodiment of these qualities.

STRENGTH is assured by the intelligent use of the best material.

PERFECT ACCURACY is built into every part.

SPEED is the demand of the century and as necessary in a printing press as an airship. **SPEED** means much more than fast running. It means quick makeready, no change of delivery for different sizes of sheets or in changing from card board to tissue paper, time saved in handling rollers and in numberless other ways—each one adding to the **SPEED** of the **"OPTIMUS."** Into every invention for the convenience of the printer, every original, patented device, the element of **SPEED** has entered as a prime factor—with the result that

THE BABCOCK "OPTIMUS"

is unequalled among two revolutions in STRENGTH, ACCURACY, SPEED and ECONOMY. We shall be glad to tell you more about it.

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

NEW LONDON, CONNECTICUT — 38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, 715-721 Dearborn St., Chicago, Illinois.
John Haddon & Co., Agents, London, E.C.
Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.



WHEN YOU THINK OF THE LINOTYPE, FOR THE QUALITY OF ITS PRODUCT IS EQUALLY IMPORTANT. HAND COMPOSITION NEEDS SKILLFUL MANIPULATION; SO DOES THE LINOTYPE

CANADIAN LINOTYPE LIMITED
35 LOMBARD ST., TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK
Tribune Building

NEW ORLEANS
549 Baronne St.

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

PRINTER & PUBLISHER *for* SEPTEMBER

How Bond and Writing Papers Are Made

Oceans of Business for Printers

Raising the Subscription to $1.50 a Year

The Making of a Twentieth-Century Publisher

Advertising Small Stores in Big Cities

Ways Used to Sell Publishers' White Space

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

"Used in Canada wherever good printing is done."

THE

Dominion Printing Ink and Color Co., Limited

J. W. ROOSEN, Pres. H. D. ROOSEN, Treas. R. E. HEWITT, Secy.

128-130 PEARS AVENUE TORONTO, CANADA

Manufacturers of

Printing and
Litho Inks,
Dry Colors and
Varnishes

The Only Manufacturers of the famous

Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

We make the Blacks that Dry with a Lustre

STOCKED AND SOLD BY

John Martin Paper Co., Limited
Winnipeg, Calgary, Edmonton

Gunn Paper Co., Limited
St. John, N.B.

DO NOT FAIL

During the Fair to see our
Operating Exhibit at our
Toronto Warehouse

IT WILL INCLUDE:

The new Osterlind Job Press
The new Hartford Art Platen
The new Omaha Hustler Folder
The new Vanbosser Electric Mount
The new Composing Room Saw
The new American Folder
The new Osco Router
And other things

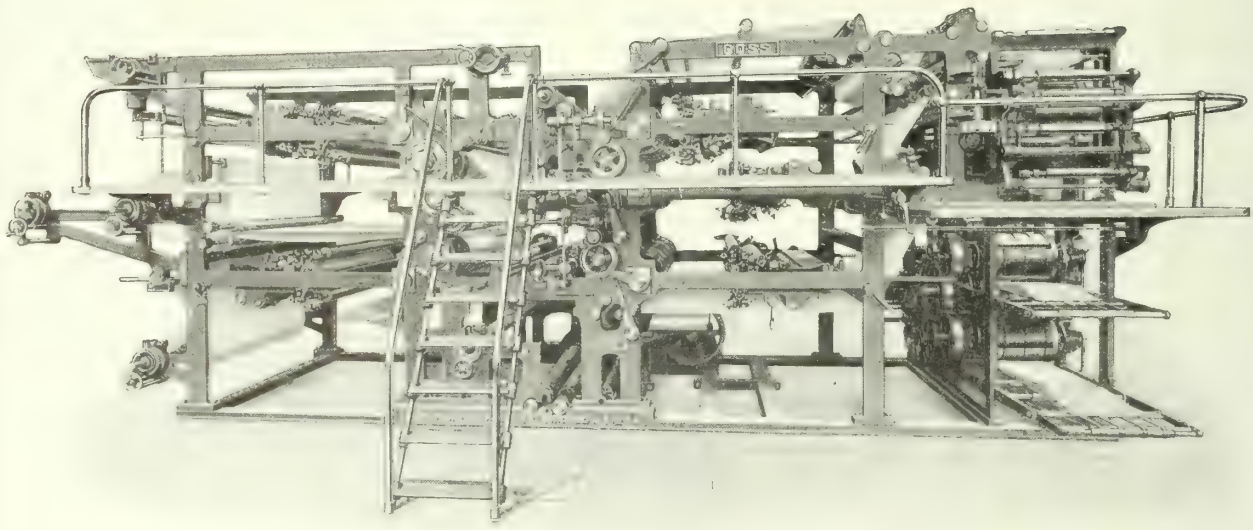
All Money-Makers for You

You need them, so make it a point to see them.

Miller & Richard
7 Jordan Street, Toronto, Ont.

Mail Order Catalogue and Magazine Printers and Publishers

ATTENTION!



WE are pleased to announce that we have recently received contract for above type Goss Rotary Web Half-tone and Color Press from The Industrial and Technical Press, Limited, Toronto, Can.

THE GOSS PRINTING PRESS CO.

CHICAGO, ILLINOIS
MAIN OFFICE AND FACTORY:
16th Street and Ashland Ave.

NEW YORK CITY
METROPOLITAN BLDG.
No. 1 Madison Ave.

FOR SALE

PRINTING PLANT AND BUILDING IN LEADING MONTREAL SUBURB



BUILDING Brick and Concrete, 25x50 ft., on corner lot 36x100 ft. Light on four sides. Built 1910. Car line passes door to heart of city.

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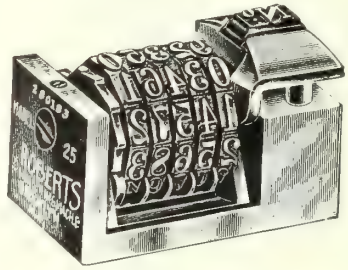
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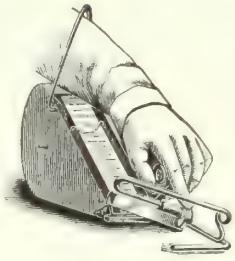
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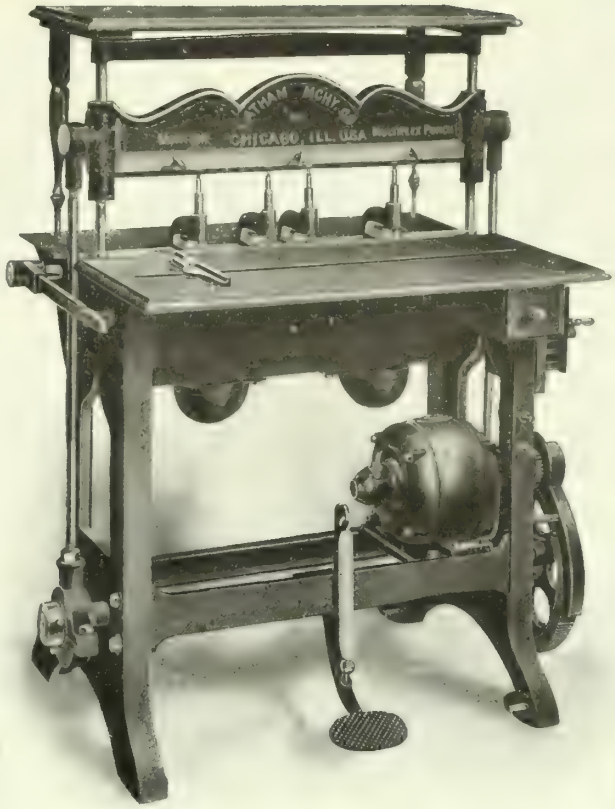
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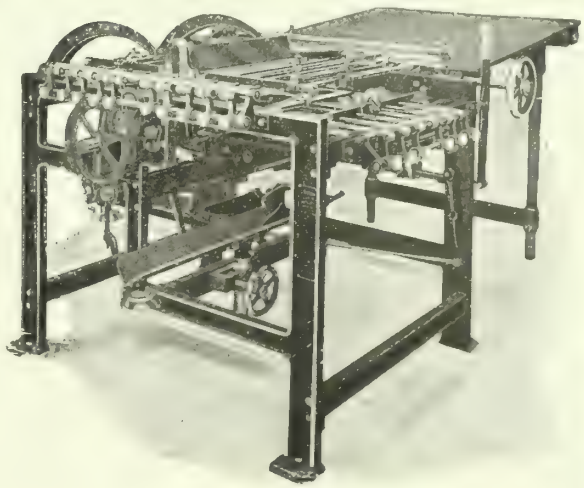
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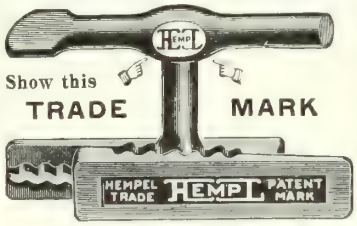
Thanking you, we remain,
Yours truly,
THE ARROW,
per J. H. Fawcett.

We can do as well for you. Why not send us in a trial list and get acquainted with us and our methods? It costs you nothing! Write for terms, particulars and blank sheets to list your delinquents on.

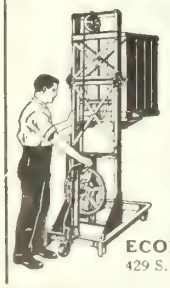
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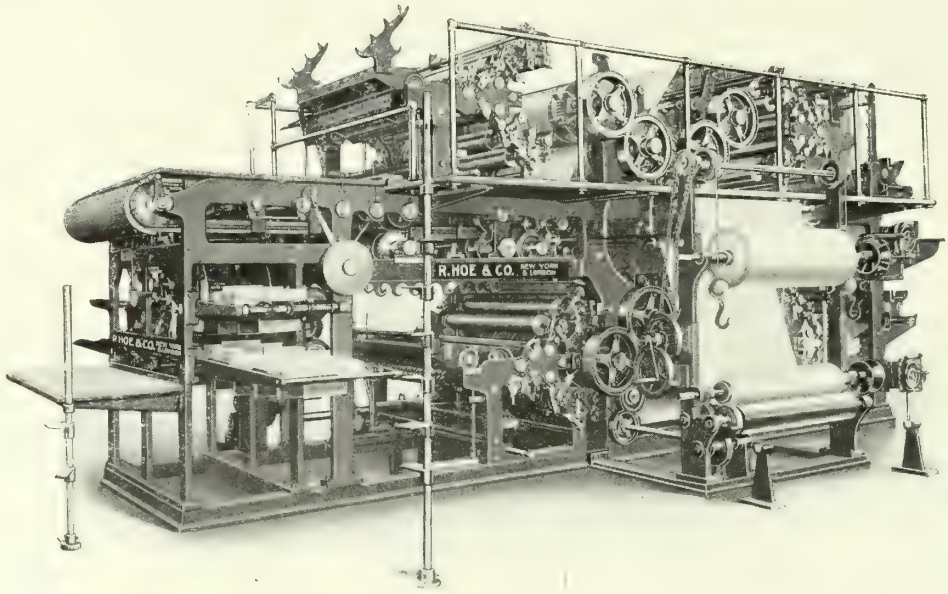
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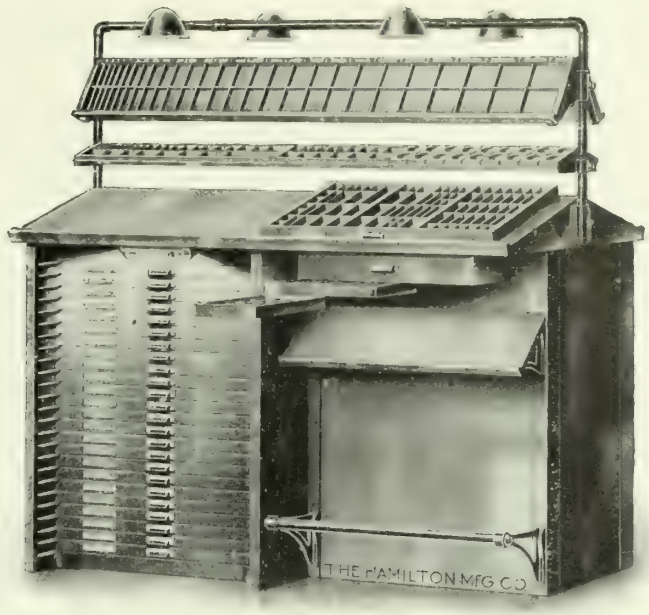
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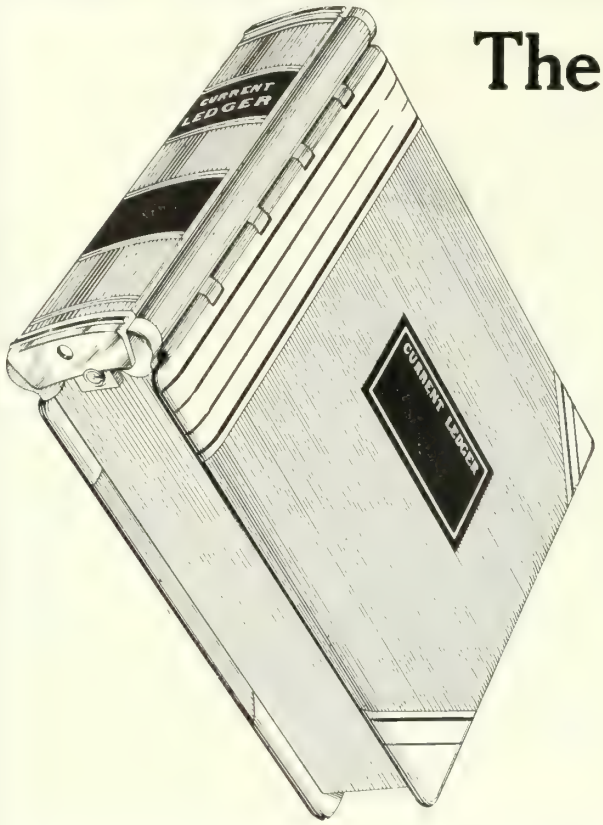
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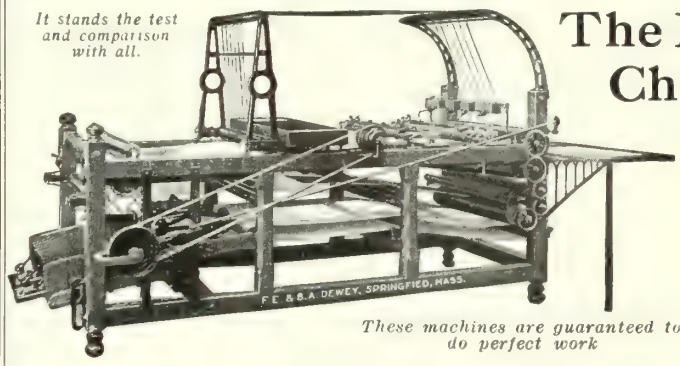
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DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Vol. XXIV. Toronto, September, 1915 No. 9

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Making the World's Rags Into Vehicles of Human Thought *

The Interesting Story of Paper Making—How Bond or Ledger and Writing Papers are Made—The Making of Hand-Made Papers—How Water-Marks are Put In

By JOHN C. KIRKWOOD

PAPER is the matted or "felted" fibres of flax, cotton, straw, bark, grass, wood or hemp.

The fibres are the casing or walls or coverings of plant cells, and, in technical language, are called cellulose. As protectors of the cells they enclose, they are relatively strong and tough, being stringy and woody in their nature—this when they are freed from all foreign substances. In the manufacture of paper, the object of the paper-maker is to eliminate the glutinous, resinous, siliceous (containing silica) and other inter-cellular matter, and to produce the fibre as pure and as strong as possible.

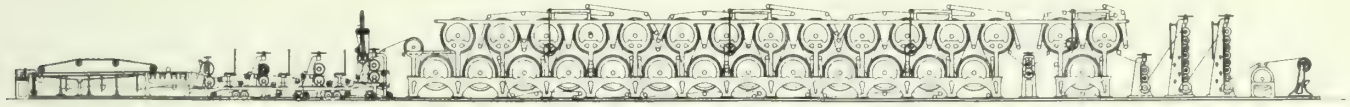
Of the processes by which fibres are freed from trees and plants, grass and bark, it is not the intention to say anything here. This is a story by itself. This study is concerned with an enquiry into the processes by which fibres are prepared and "felted" or matted to form paper, with particular application to rag-made papers— "bonds" or "ledgers" and writing papers.

rags are obtained as a rule from shirt factories—they are the waste of these factories—shirt-tails if you will.

Cotton rags are extensively used in paper-making. These are obtained chiefly from factories where overalls are made, being the waste or scrap of these factories. (Denim from which overalls are made is a cotton fabric.)

Other rags used in the making of paper are shoe-clippings (shoe-linings), and the rags gathered by rag-men and sold to firms dealing in rags.

In the manufacture of coarse papers, including news print, rags are not used, the fibres being obtained directly from wood, hemp, esparto grass and straw. One reason why rags are used is that they represent an advanced stage in the processes of paper-making; that is, the labor of freeing the fibres from the flax or cotton plant has already been performed, and all that needs to be done to prepare rags for paper is to restore or resolve the woven fibres once more into free fibres.



This illustration shows a modern paper-making machine which has a length of quite 300 feet. The diluted pulp flows from the breast box on to the wire cloth (left) and is carried onward, being passed between numerous rolls, to the drying cylinders, which are steam heated, to be delivered finally to a reeling machine (on the extreme right). A machine of this type costs to install quite $125,000.

The processes for the manufacture of paper are practically identical for all grades of paper, the same general procedure being followed in the preliminary operations of all paper-making, and the same machinery being employed for the making of fine tissues as are used for the making of stout wrapping stock.

THE BEST PAPER

Linen rags are used in the manufacture of the finest and strongest papers—the papers generally known as "bond" or "ledger" and "writing" papers. These linen

TURNING RAGS INTO FIBROUS PULP

The first operations in the preparation of rags for paper are designed to make them thoroughly clean, and in the case of colored rags, to eliminate their color to make them white. If the rag-stock is in large pieces, these are cut up into small pieces of workable size, say not larger than four inches square.

After being passed in bulk through a revolving duster to remove sand, dust, etc., the rags go to a boiler, the objects of this process being to remove dirt and color, and to decompose a particular glutinous substance present in rags, and which, if retained, would impair the flexibility of the fibres, leaving them "harsh" or stiff and thus interfere with their easy conversion into pulp.

After being boiled in an alkaline solution for from six to twelve hours, the rags are passed on to a "breaker"—

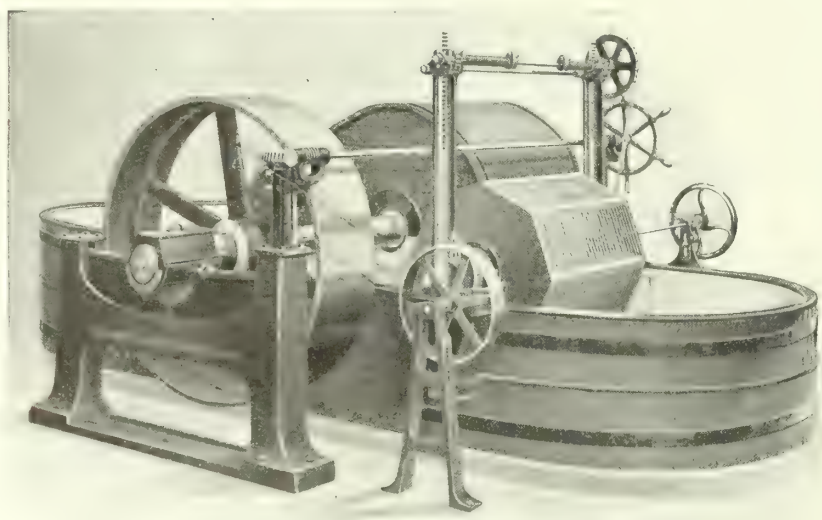
**A visit to a paper mill to see how paper is made is not possible to make by the great majority of printers and publishers, except at an excessive cost of time and money. Yet an intelligent and fairly ample knowledge concerning the basic thing of their business should be possessed by every printer and publisher. With this end in mind PRINTER AND PUBLISHER sent a representative to a large paper mill where bond and writing papers are made, to see paper made, and to tell its readers what he saw and learned.*

a sort of vat or trough in which is considerable machinery. The rag mass is made to circulate in this vat, clean water is turned into the mass to wash it, the dirty water is drained off, and the machinery cuts and "teases out" the rags into their original fibres, and brushes them into a uniform direction. This operation takes from two to four hours.

As soon as all signs of the textile nature of the rags are destroyed and the "brushing" process referred to above is completed, a bleaching solution is run in to bring the pulp to the required degree of whiteness. The rags in this pulpy, bleached state are called "half stuff." After draining, this half stuff is stored, being now ready for the next series of operations.

THE BEGINNINGS OF PAPER

Now begins one of the most important and delicate of all the processes employed in the making of paper: namely, the "beating" of the half stuff to reduce the fibres into similar lengths and to beat them into a stiff pulp having a consistency sufficient to absorb and carry the water necessary to "felt" them together on the wire cloth of the paper machine. Not only does every class of fibre demand its own special treatment, but this treatment has to be modified and varied in each case to suit the qualities and substances of the paper to be made.



This illustration shows a beating engine whose function is to take the shredded fibre pulp or "half stuff" (previously prepared in a breaker"), and make it ready for delivery to the refining engine. In this machine the fibres are reduced into similar lengths, and the "loading," coloring matter and size (if any), are added.

Courtesy of Warrens Engine Works, Brantford.

The half stuff is placed into "beaters" — vat-like holders very similar in form to the "breakers" in which the half stuff is prepared. In these beaters is special "beating" machinery, and the contents are kept circulating as in the breakers.

Great skill and care in the manipulation of the pulp are required in this process, which takes from three to twelve hours to complete according to the nature and quality of the paper to be made.

During the operation of beating various materials and chemicals are added to the pulp for the purposes of sizing, "loading," coloring, etc. Papers for writing and most of those for printing purposes must be rendered non-absorbent of ink and other liquids applied to them.

TUB AND ENGINE SIZING

This non-absorbency feature of paper is secured by the addition of a sizing material, of either vegetable or animal origin, which is either applied to the paper as a top coating, or is mixed in with the pulp during the beating process. In better grades of writing paper both methods of sizing are employed.

When the sizing is done in the beater, the paper is said to be "engine sized." When it is applied as a top coating (at a later stage in the manufacturing process), the paper is said to be "tub sized," since the paper web passes through a trough or tub in which is a very fluid size made of animal glue and alum. The vegetable size used in the beater is a pine sap or resin supplied commercially in the form of solid cakes. The function of this resinous sizing is to fill up the interstices of the fibres. The size when thus mixed in and when dried or heated on the cylinders in subsequent operations possesses the property of being with difficulty wetted with water.

THE "LOADING" OF PAPER

Except in the very best qualities of paper it is usual to add to the pulp in the beater a certain amount of cheap "loading" material, such as china clay or kaolin, or pearl-hardening. The addition of such loading to a moderate extent—10 per cent. or 15 per cent.—is not entirely in the nature of an adulterant, as it serves to close up the pores of the paper, and for ordinary writing, printing and lithographic papers, renders the material softer, enabling it to take a much better and more even surface or glaze. If added to excess, it is detrimental to the strength and hardness of the sheet.

COLORING OR TINTING THE PAPER

The natural color of fibre inclines towards a yellowish tinge, and to produce the required white shade, red and blue dyes in proper amounts are added to the pulp mass in the beater. Similarly with respect to other shades or tints required—azure, pink, grey, golden rod, green, etc. The dyes are aniline (coal tar base) as a rule, but just now, owing to the difficulty of obtaining this class of dye and high prices, there is a tendency to use dyes of vegetable or animal origin. The objection to these dyes is that they do not give fast colors, and so the paper dyed with them may fade. Paper-makers under the circumstances are encouraging a more general use of white papers.

From the beater vat the pulp, now sized, loaded, and tinted, is passed into a refining engine usually called a "Jordan" engine, a horizontal cone-shaped vessel in which are revolving or beating mechanisms. Here the pulp is very thoroughly chewed as it were and made into a refined, and shredded mass. From this refining engine, the pulp passes into a huge storage vat or "stuff chest," in which revolves a vertical agitator whose function is to keep the pulp mass fairly loose and even in its distribution in the vat.

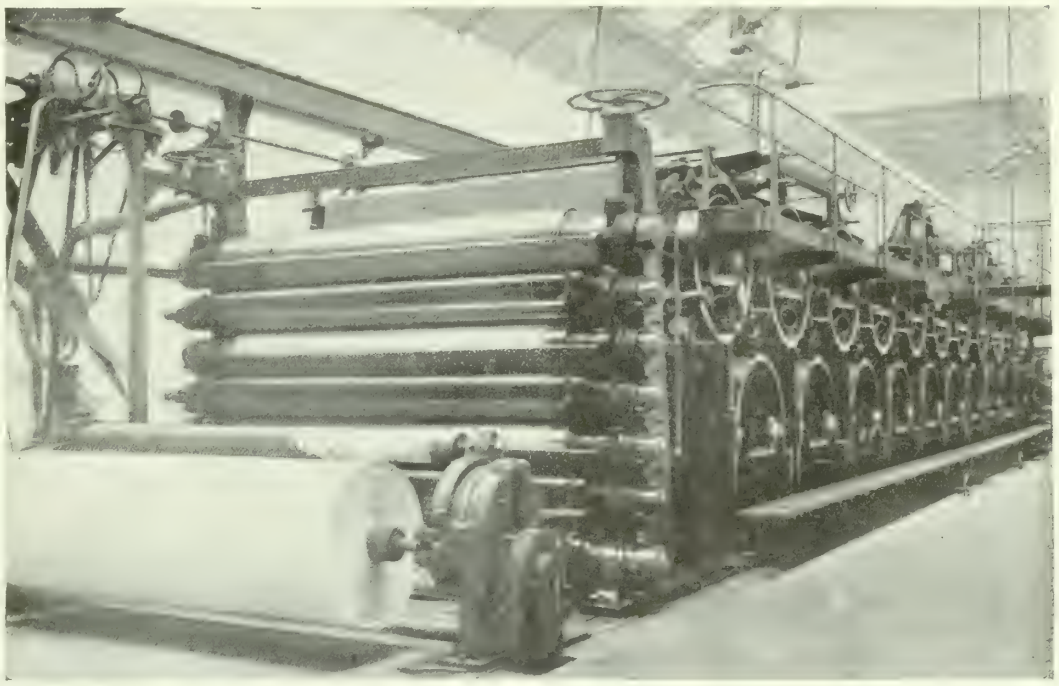
MAKING PULP INTO PAPER

From the stuff chest or storage vat the pulp is pumped into a long upright supply box at a higher level, called the stuff box. This box communicates with the sand trap

tables. With the pulp a certain amount of water is allowed to flow on to the sand table to dilute it sufficiently to "form" on the wire cloth of the paper-making machine. As its name implies the purpose of the sand table is to catch or collect any impurities still remaining in the pulp.

From the sand table the diluted pulp passes to the "strainers." These are made of plates of brass or some hard and durable composition with fine parallel slits cut in them through which the fibres pass, all knots and improperly divided particles remaining behind. The pulp is made to pass through the slits by a rapid vibration of the plates themselves, or by a strong suction underneath.

From the strainers, the pulp flows into a long wooden box or trough called the "breast box," and thence on to the wire cloth of the paper-making machine. The breast box has the same width as the wire cloth.



View from the dry end of paper-making machine installed in the Dartford (Eng.) Mills of the London Daily Telegraph. The series of hollow cylinders is steam-heated. Note the roll stock between the drying cylinders and the reel. —Courtesy Chambers, Ltd., Engineers, Toronto.

FELTING THE PULP

The diluted and strained pulp flowing from the breast box is now delivered to the paper-making machine and spreads itself over a continuous woven wire cloth supported horizontally by small brass rolls, carried on a frame which on the wet end of the machine is usually from 20 to 30 feet long, while the length of the wire cloth runs from 60 to 65 feet. The ordinary guage for the wire cloth is 66 meshes to the inch for writings and printings. For lower grade papers the mesh is coarser.

The water mixed with the pulp flows or escapes from the wire cloth by gravity and suction. Thus is formed on the wire cloth a web or mat or felt of saturated pulp which when dried and "finished" is the paper of commerce.

The wet pulp as it flows on to the wire cloth from the breast box is confined on the sides by "deckle straps," made of vulcanized rubber. These prevent the overflow sideways of the diluted pulp from the wire cloth bed.

This endless wire cloth, revolving over end-rolls, carries the felted pulp forward, and delivers it to succeeding roller machines whose function is to flatten out the felt mat and to squeeze out the water remaining therein.

WATER-MARKING THE PAPER

Before, however, the felted web passes from the wire cloth machine it is made to receive its "water mark," if the finished paper is to carry one. The water mark is applied by a "dandy" roll—a light skeleton cylinder covered with wire cloth on which small pieces of wire are soldered representing the water mark. The light pressure of this wire mark on the moist web or felt forces apart the pulp, and makes the paper thinner wherever the contact takes place. This explains the greater transparency of the water mark design.

Before the paper leaves the wire cloth machine it passes between what are called "couch" rolls, which by pressing out most of the moisture remaining, impart a sufficient consistency to the paper to enable it to leave the wire. The top couch roll is covered with a felt jacket, and the bottom couch, which drives the wire, is usually a rubber-covered roll.

The now fully formed paper is carried to other rolls to exhaust remaining moisture and to obliterate as much as possible the impression of the wire cloth from the under side of the web.

On the newest machines for the manufacture of high grade papers the upper couch roll is dispensed with and the bottom rubber covered roll is replaced with a vacuum roll which does not leave a wire impression on the under side of the sheet.

DRYING THE PAPER

The web is finally dried by passing it over a series of hollow steam-heated cylinders. The slower and more gradual the drying process, the better, as the change on the fibres of the web, due to rapid contraction, is therefore not excessive, and the heat required at one time is not so great and not so likely to damage the quality of the paper.

The drying cylinders are generally divided into two sets between which is placed a pair of highly polished chilled steel rollers heated by steam, called "smoothers," the purpose of which is to flatten or smooth the surface while it is in a partially dry condition.

TUB-SIZING

If the paper is to be "tub-sized"—and nearly all high-grade bonds or ledgers and writing papers are tub-sized—it is, immediately upon being reeled off the last of the drying cylinders, led slowly through a trough containing a heated solution of animal glue or gelatine mixed with a certain amount of alum. Thus it is coated on both sides. This coating, as has been previously noted, is designed to render the paper non-absorbent of inks and other fluids. It is this sizing, hard in its nature, which enables erasures to be made without disturbing the fibrous body of the paper.

After passing through a pair of brass rolls to squeeze out superfluous size, the web is reeled off, but not allowed to remain in the reel. If it is to be "loft-dried," it is immediately cut into sheets, taken to the loft and hung over poles. If it is to be machined-dried, it passes immediately through another set of driers.

The final processes consist of "calendering" the paper, of cutting it up into standard sizes, counting it into reams, and wrapping and packing ready for shipment.

The calendering process is passing the paper between highly polished rolls which put a gloss on the paper's surface. If no gloss is required the calendering process is omitted.

LINEN AND CRASH FINISHES

An interesting process is the giving of specific finishes —linen or crash for example—to certain papers. This is done after the paper is cut into standard sizes. Between individual sheets is placed a sheet of linen or crash of equal size. Then, when a quantity of these alternating sheets is made ready, they are placed in a press with zinc-surfaced top and bottom, and pressure is applied. When the paper sheets are removed, they are embossed with the designs of the linen or crash textures.

This concludes the story of making paper by machinery. It is worth while, however, to take time to say a few words on the making of hand-made paper.

HAND-MADE PAPER

Only the finest qualities of rag pulp are converted into paper by the hand process. As may be conjectured, the hand process is slow, a week being required to do what can be accomplished in a day by machinery. At the same time qualities and effects can be obtained in hand-made papers not ordinarily possible when machinery is wholly used. Also, there are to be taken into consideration the sentimental or fastidious inclinations of the connoisseur.

The pulp is prepared in exactly the same way as in the case of machine-made papers. The point of departure occurs at the "stuff chest" stage.

The hand-made sheet, which obviously is of limited dimensions, and not a continuous web as in the case of machine-made stock, is made on a mould of fine wire cloth held in a frame. This frame is designed to keep the pulp from running off, and extends slightly above the surface of the mould. It is called the "deckle."

To form the sheet the paper-maker dips the mould into a vat, lifting up just enough to make a sheet of required thickness. The water drains off, leaving the fibres on the cloth in a coherent sheet, the "felting" or intertwining being assisted by lateral motion. The movable deckle is then taken off, and the mould given to another workman, called the "coucher," who turns it over and presses it against a felt, and by this means transferring or "couching" the sheet from the wire to the felt. After a number of sheets have been thus formed, with felt in between, they are subjected to strong pressure to expel water. The felts are removed, the sheets are again pressed, and dried, and are now ready for sizing.

If a pattern or name is required on the sheet, it is obtained by making the wire cloth in such a way that it is slightly raised to form the name or mark desired. The consequence is that less pulp body is there and the paper is thinner.

Hand-made paper is usually "loft" or "pole" dried. By this is meant that the sheets are suspended in lofts or on poles and allowed to dry atmospherically. Drying in this way permits a free and natural expansion and contraction of the sheet, and is non-destructive of fibre formation or life.

THE PAPERS OF COMMERCE

Regarding the commercial classifications of papers, the following groupings adopted by the United States Census Commission in 1900 are given:

1. News—rolls and sheets.
2. Book—including cover, plate, lithographic, map, woodcut, cardboard, bristol.
3. Fine—including writings and ledgers (bonds).
4. Wrapping—Manillas (rope or jute or hemp).
5. Straw.
6. Bogus manilla—(wood fibre).
7. Boards—binders' board (for book-binding), pulp board, straw board, news board (made from old newspapers).
8. Miscellaneous—tissues, blotting, building, roofing, carpet-lining, hanging (wall).

THE TESTING OF PAPER

In his testing of bond or ledger papers, one expert paper manufacturer submits them to the following trials:

1. Tears the sheet in such a way that it has a feathery edge. By this means he discovers the length of the fibres, and if they are closely knit. If the fibres are close-knit they will not separate easily. This means a strong sheet —one that will stand much handling.

2. "Tongues" the sheet; that is puts the sheets against his tongue, to ascertain whether it is well sized. If not well sized the saliva will penetrate into the sheet. This would be a defect.

3. Examines the sheet for cleanliness (freedom from specks) by holding it up to the light. Specks get into the pulp from the rolls, from the pipes through which the pulp is passed (inside scaling), and as a result of unscreened windows or a dusty factory. Specks are a common blemish.

4. Examines the formation of the sheet (by holding it up to the light). Good formation is indicated by an absence of a blotchy or mottled body, by a uniformity of texture. A mottled sheet indicates that the pulp is not properly "beaten," or has a faulty formation on the wire cloth.

5. Examines the surface of the sheet by feeling it and by glancing across it held horizontally before the eye. If the sheet shows rough patches it indicates a fault in finishing: the rollers through which the paper was passed have not perfect contact with each other, and so do not "lay" on the sheet uniformly, thus leaving unfinished or unsmoothed surfaces.

THE ESSENTIALS OF GOOD PAPER

In bringing to a close this short account of the making of paper it may be noted that a sheet of paper made from the newer and cheaper vegetable fibres differs little as a fabric from papers of the earliest epochs. But in the durability and tensile strength of papers of various kinds there are great differences. The longer and rougher the fibres, the stronger the paper. When the fibres are short and smooth the paper is apt to be brittle and easily torn. Also the fibres of some plants are better than others, the fibres of flax (linen) being the best of all.

In conclusion it is interesting to record that in the making of fine papers, as well as in other varieties of paper, Canada is fast becoming a competitor of all other countries in which paper-making is an important industry: namely, the United States, Great Britain, France, Austria-Hungary, Belgium, Holland and Scandinavia.

Raising His Subscription from $1 to $1.50 a Year

An Alberta Publisher's Bold and Successful Step—The Story of His Method—Making the Subscription Department Pay Its Way

B. C. L. WILLIS

AUTHOR'S NOTE.—How is it that the publishing of a weekly paper in a prosperous community does not pay as well as the profession of law or medicine? The work is as useful and the apprenticeship served is as long. The chief reason seems to be that the publisher "gives" too much and "gets" too little. He is a philanthropist instead of a business man. He holds his life's work too cheap.

Most weeklies are combined with a job office, and in many cases are sacrificed to the job department. There is a belief growing up in the publishing business that the paper itself should yield the publisher a good living without depending upon the job office at all.

The method by which this can be done is by giving the chief attention to the collecting department and by resolving that each department of the newspaper shall pay for itself and yield a profit.

This certainly includes the subscription department.

HAVING purchased *The Stettler Independent* in 1906, I clung to one idea for six years—that is, that the public would not pay more than a dollar for a weekly newspaper, and that the subscription department could not be expected to show a reasonable profit. I can now say that the dollar idea is the biggest fallacy I have entertained, and there have been several of them.

At the beginning of 1915, with the war affecting advertising receipts, I decided to take the plunge, and raise the subscription to $1.50. My purpose was to raise the price and yet to keep all my list—if possible. I would rather, lose a wisdom tooth than lose a good-paying, $1-per-year subscriber.

This problem is comparatively simple in a town where only one paper is published, and where most people must have a local paper. But the bulk of my circulation is in adjacent villages.



C. L. WILLIS

Publisher the *Independent*, Stettler, Alta. In the accompanying article Mr. Willis tells interestingly and helpfully how he raised the subscription price of his weekly from $1 to $1.50 a year.

TWO WAYS OF GOING ABOUT IT

There are two ways of making such a change—one, by making it and letting "the public be damned"; the other by endeavor-to cultivate the ground, sow the kernel, and gather a larger yield from the full-grown tree. I wrote to an Alberta publisher, who had chosen the first method, and he told me that it was impossible to get $1.50 without losing half the list. I therefore decided on adopting the latter method.

On Sept. 1st, 1914, I started to take up the matter in the columns of the paper each week in "Talks to Subscribers." One of these Talks is provided as a sample.

During these talks the paper still remained at $1.00, and many subscriptions came in as a result of the advertising campaign. I may say that I had the co-operation of the merchants in making the raise, as they were the first to see the reasonableness of the proposition.

With the beginning of the year I saw that the matter was not particularly simple. In talking with subscribers personally there seemed to be a strong undercurrent of objection to the new price, especially in the outside villages. I had spent considerable in sending out the "talks" in circular form and wanted to keep the full list. My foreman told me that people who came to the office when I was absent refused to pay the increased price, and wanted the paper cancelled. At that time the Belgian Relief Fund had been instituted, and I advertised that I would give my subscription receipts for one week to this fund, the subscription being $1.50. The response was encouraging, and served to advertise the price still more. But after that week few subscriptions came in. In fact I had encountered complete apathy. The people did not kick much, but they did not pay. My receipts in Stettler were about the same as with the old price, but outside subscriptions were dead. I came to the conclusion that the only way to save the situation, and not have a big bunch of arrears on my hands which I could not collect at the increased price, was to do personal canvassing. With no bookkeeper, this was no simple matter. I drew up a plan by which I would see five people a day. I continued this plan through January, and found it hard work to get the money.

PERSONAL CANVASS AND PREMIUMS

Several discouraging days followed when men told me they would have to stop the paper. I am not a good canvasser and the prospective loss of an occasional subscriber (who, however, still holds on) was taken too seriously. I decided I could do nothing without a good premium. I invested in War Maps at 25 cents each. Armed with these and loaded up with war talk, the results were considerably better. I claimed that the atlas was worth 75 cents, so they were getting the paper at the bargain price of $1.00 and had 25 cents thrown in, as good measure.

In February, 1915, the receipts were $97. In March the receipts were $107. A year previously for the same months they were $34 and $36 respectively.

In the case of most people I had to keep away from the price and feature the premium and the favorable state of the market for wheat. Two months were sufficient for this premium, and it was then changed to pocket-books at 20 cents each. I am confident that the thing can not be done "at the start" without premiums, until the subscriber gets the habit. Those who balked and paid only $1.00 were not given a premium, but a receipt for only eight months' subscription.

The names of the five people seen each day were placed in a diary somewhat as follows:

John Forbes: did not want map; took too many papers; got a good map with the *Family Herald and Weekly Star* all for $1.00. Try him again with a pocket book.—Fred Wayne: wants a cash book with feather cover, pocket size, etc."

No dollar was refused, but only eight months' subscription was given.

Talks to Subscribers

I WOULD like to indicate in a general way the reasons for the decision to raise the subscription price of this paper to $1.50 per year.

It has been my object for years to run a dollar weekly, but I have learned from experience that as a business proposition it can't be done.

As I said last week, many papers in the West sell at $1.50 per year and upwards.

The papers in Central Alberta which sell at $1.00 were first started by publishers from Ontario, where the dollar weekly is the rule. Without considering conditions here, the same price was charged in Alberta as in Ontario. Yet newsprint costs two cents in Ontario and it has never cost less than four cents in Alberta.

A publisher cannot charge one dollar per year in Alberta, just as in Ontario, when the raw material, as well as wages, cost more than twice as much here as in that province.

In British Columbia papers pay less for their paper than those in Alberta, but the subscription costs more.

We, in Alberta can or could get newsprint in Vancouver for three and three-fourths cents, f.o.b. Vancouver. But it stands to reason that the price f.o.b. at Nelson, B.C., is much less than f.o.b. Stettler.

The fact is that Alberta editors have been trying to run weeklies for one dollar in locations where the freight bill is (on account of the distance) much greater than in other places where the weeklies sell for $2.00.

When conditions are normal Europe exports 350,000 tons of wood pulp to America annually.

The London Times has been running four pages instead of twenty-eight, and most papers have suffered a decrease in size, where the subscription is already as large as is reasonable.

It is the policy of this paper not to decrease in size, but to get out a better paper and charge one cent per week more.

Is not this the most reasonable and satisfactory solution of the question?

C. L. WILLIS.

This illustrates the "Talks" which Mr. Willis ran in his paper during the early part of his campaign to raise the subscription price of his weekly from $1.00 to $1.50.

One of the most satisfactory things in connection with a newspaper subscription list is that it is almost a permanent commodity. They say that it takes two years' cultivation of the ground to successfully transplant a tree, and a list at a customary price is as permanent as a tree. I was endeavoring to transplant a list in three months. People are slow to change, but also slow to stop a paper. Such is the conservatism of the public.

The receipts for April were $107, and the number of subscribers to be canvassed personally each day was then reduced to three. I also reduced gradually the use of premiums, and in many cases took subscriptions without mentioning premium. The receipts in May were $74, but $6 was saved in premiums. During June no personal canvassing was done, nor were any subscription notices sent out. The receipts by mail and at the office, all at $1.50, were $46. Last year at the rate the receipts for the same month were $31. In other words, about the same number of people paid $1.50 this year (for June) as last year at $1.00. Some this year got premiums. During July, however, I discontinued premiums entirely and the receipts were about the same.

Speaking generally I would not go back to the old rate on a bet.

THE CLUB IDEA

The chief difficulty encountered at present is slow pay. With the discontinuing of a premium I do not think that subscribers, as a whole, will pay the new rate as *readily* as the old. They need prodding of some kind and $1.50 is unhandy to send through the mails. But I can say that I have not had a single objection to the new rate for the last two months, and this is a big step in advance.

One of the obstacles to contend with is the cheap price of such weeklies as the *Family Herald and Weekly Star*. It is a rule at this office not to club with outside papers. The paper must sell on its merits, and, of course, it cannot compete with the *Star*, except in one thing—its value as a local proposition. When a farmer mentions the *Star* I tell him that he can get all kinds of books on agriculture for $1, but he would give ten times that amount for a special work on the analysis of the soil and tillage of his own farm. A local paper gives or should give an intensive publicity work for a district, and its value to a resident in the district should be worth twice that of an outside organ of general publicity, however large or complete the latter may be.

The question is whether a local paper should not be worth five cents per week to local subscribers instead of the two cents per week usually charged. The subscription price should be determined on its merits, apart, altogether, from the advertising receipts.

The change I have made in the subscription price is now past the experimental stage, and people take it as a matter of course. In order to stir up the apathetic subscribers, who will pay when they get good and ready, it will be necessary to have a voting contest or something similar after the harvest this fall. A contest of this kind seems to be the best way of collecting arrears in a short time, and there will be the advantage this year that the prizes will be paid with the extra fifty cents collected with each subscription. Or perhaps I will go back to the personal canvass with a premium.

Wins $500 Prize

R. W. Ashcroft, publicity manager for the Consolidated Rubber Company, Montreal, has been awarded the second prize, $500 in cash, given by the Rice Leaders of the World, for ideas and suggestions of value relating to the production, sales or advertising of members of this association. To Mr. Ashcroft, PRINTER AND PUBLISHER extends sincere congratulations.

Two years ago, when *Advertising and Selling* offered a prize of $1,000 for the best essay submitted, Mr. Ashcroft's contribution ranked among the five best. For a number of years Mr. Ashcroft was Mark Twain's financial manager.

Gentlemen:

We have been taking your magazine for some time and think it is the best for printers there is going.

S. R. ALGER,
Tweed *News*.

Oceans of Business for Inspirational Printers

Putting and Keeping the Buyer's Interest Foremost - Easy Ways of Getting Orders -- The Indirect Method of Solicitation -- Real Examples as Proof

By JOHN TYPEHIGH

THE world's capacity and desire for printed matter are unmet, yet printers starve. What, then, is the thing that separates printers from those who want printed matter?

It is blindness. Those who need printing are not conscious of their need; and those who do printing have not seen the right way to make others see.

The burden of creating business is on the seller and not on the buyer. The man who makes the first and close-at-hand profit is the one to encourage the use of printed matter. But always good salesmanship calls for a close and earnest study of the profitable application of printed matter to another's business. The seller's interests must be concealed; the buyer's or customer's interest must be placed foremost and kept ever in view. With this plan or way of approach the securing of orders is comparatively easy.

INDIRECT METHODS

Indirect methods are often much better—much more resultful—than obvious and direct methods. For example: a printer-publisher went to a bookseller and said, "Brown, I have an idea for you. Boil down the contents of twenty or so old and new works of fiction. Omit titles and authors. Then offer a prize to the person or persons who will send you by a given date titles and authors properly filled in. This little scheme, Brown, will stir up talk, will make many of your customers want several of these books and all round, it will be a jolly good advertisement for you and your business."

"Right O," said Brown. "I'll do it."

Not a word, you will notice, about printing. Yet the scheme inevitably meant a printing job—the printing of a four-page circular outlining the nature and terms of the competition, and giving the boiled-down stories in from 100 to 200 words—of the titleless and authorless books.

Then this crafty printer-publisher said, "Brown, you ought to advertise this competition in *The Chronicle*, and ask our readers to send for this circular." This advertising order was easy to secure. Later on awards were published in *The Chronicle* and the titles and authors of the books.

The secret of this, and similar easy business, lies in this: the buyer's interests and desires were put before him in such a vivid and appealing way that he immediately wanted to carry out the plan put up to him. Printing was purely an incidental and subordinate matter.

THE VALUE OF A MAP AND MAILING LIST

Take another illustration. A publisher worked up a very complete list of farmers in the territory served by his newspaper. He had prepared a big map of this district—his own county and parts of three contiguous counties. This map he had hung prominently in his office.

This map was large enough to indicate every farm. Every farm where his paper went regularly was marked by a pin with a colored head. He had a card hanging beside the map on which was printed: "We know the names of every farmer in this territory, and someday we hope to have them all on our subscription list." How he used this map to develop circulation is a story by itself. What is of concern here and now is how he turned this map to good account in the interests of his job-printing department.

He went to a large dry goods man and said: "Wilson, here's a corking good article addressed to rural dwellers pointing out to them the wisdom of doing their shopping in their nearest town. Read it please." Wilson read the article, which inflamed him with a desire to circulate it among the farmers of the district. It was a simple and easy matter to get Wilson to have this newspaper clipping converted into a good circular to be mailed to the publisher's list of farmers. The printer-publisher did the work of addressing the envelopes and affixing the stamps. All this helped materially to keep Wilson a good advertiser in the publisher's newspaper, and to make this advertising more resultful.

This printer-publisher used this same general idea many times, with all classes of interests to his own great advantage. But at the bottom of it all was the fact and knowledge that he possessed a good mailing list to which printed matter could be sent. Lacking this he would have been devoid of one of his most appealing and valuable arguments.

TURNING THE DANGER OF FIRE INTO MONEY

Take another illustration. A printer went to a fire insurance agent, and put up this idea to him::

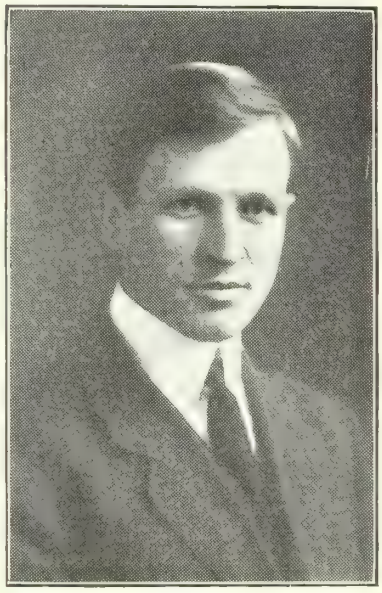
"Clarkson, you want premiums, and no fires. Now, I suggest that you and I get out this card to distribute among the factories, houses, and farms of this town and county. We'll try to make it a composite affair. We'll get, if we can, support from the makers of fire-prevention equipments, apparatus and construction—makers of extinguishers, sprinkler-systems, chemicals, cement, expanded metal, wired-glass, hollow-tile, lighting rods, fire-proof paint, metal window sash, fire-doors, galvanized iron and other things. What do you think of the idea?" Clarkson was interested straightway and promised hearty co-operation. Together they went to local hardware dealers, and found out from them who supplied fire-prevention materials of various kinds. To make the story short, the printer was able to develop a good printing job, quantity 10,000 in two colors, at a first-class, non-competitive price, paid for by the insurance agent and local men who acted as agents for firms supplying the equipments, etc., advertised. These men were able to collect from those for whom they acted the amount of their share of the total cost of the job. It all took time and trouble, but this time and trouble were well paid for.

BUY GREY MATTER IF YOU NEED IT

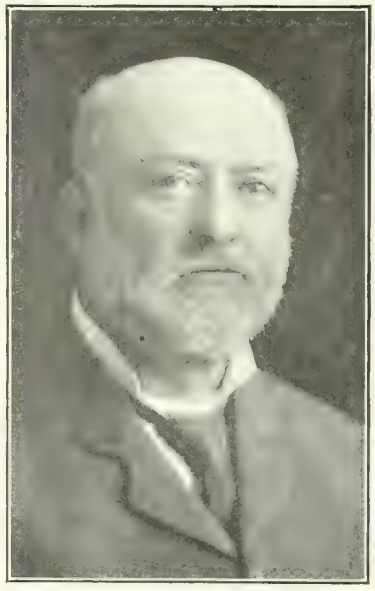
These illustrations suffice to make clear the big point of this article: namely, that oceans of new and profitable business surround every printer who will go after business the right way—namely, by studying out how printed matter can expand the business and multiply the profits of those whom he counts or would like to count as customers. Also, this article is intended to point out the value of indirect methods of selling.

It is not given to every printer or printer-publisher to have the wit and genius that will enable him to think out schemes and ideas; in such a case, the services of those so endowed should be sought and bought. Just as the grocer depends on the tailor for clothes, and the tailor on the carpenter for repairs to his house, so the printer should use the service of others when this desired and necessary service cannot be rendered by himself. The cost of this sort of service can and should be recovered in the price charged for jobs done.

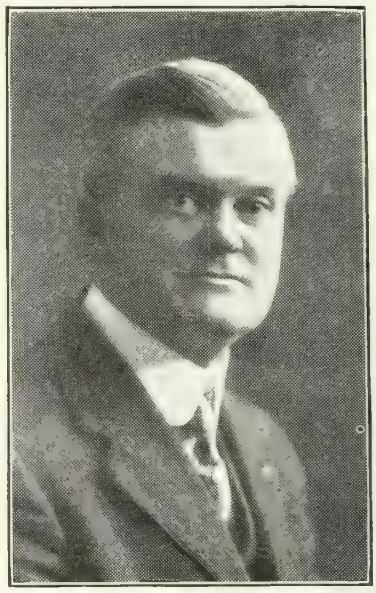
Men who Guide the Destinies of The Ontario Reformer, Oshawa.



A. S. McLEESE
Editor



EDWARD MUNDY
President



CHAS. M. MUNDY
Sec.-Treas. and Manager

Recently the *Ontario Reformer* issued a souvenir number which gave the story of the *Reformer's* progress. The occasion was the occupancy of a new home for the paper—a sort of house warming event. PRINTER AND PUBLISHER has pleasure in presenting the accompanying portraits and biographical notes of the men who produce the *Reformer* week by week.

MR. E. MUNDY, President of the Reformer Printing and Publishing Co., Limited, is one of the oldest and most widely known newspaper men in Canada to-day. The commencement of his journalistic career dates back to 1860, when he became editor and manager of the North Ontario *Observer* at Port Perry. He subsequently moved to Uxbridge, where he founded the Uxbridge *Advocate*. After four years he returned to Port Perry and established the Port Perry *Standard*. In 1878 he purchased the *Ontario Reformer* at Oshawa, and conducted both papers for many years, finally disposing of the Port Perry paper to his eldest son, E. J. Mundy, and since that time he has been closely associated with the educational, church and political life of South Ontario. In 1910 Mr. Mundy decided to retire from the active editorship, and the Reformer Printing and Publishing Co. was organized, with Mr. Mundy as President. Under his guidance the Oshawa *Reformer* has become a household word throughout the town and surrounding territory. It enjoys a large and steadily increasing subscription list, is a stickler for honest principles, clean politics, and fearless in its views, and is a tower of strength in the moulding of public opinion in its field. At the age of 78 years, Mr. Mundy still enjoys excellent health, and nearly every day spends several hours in his nicely furnished private office in the handsome new building recently erected by the company.

CHAS. M. MUNDY, business manager and secretary-treasurer of the Reformer Company, has spent practically all of his life's business experience in connection with the *Reformer* office. Commencing work in the mechanical department when quite young, he gradually gained a wide knowledge of this end of the business, and for years acted as foreman of this department. In 1905 he became a partner with E. Mundy, his father, and took over the business management of the office, as well as assisting in the editing of the paper. Owing to increasing business and advancing years of Mr. E. Mundy, the business was organized into a joint stock company in 1910, when C. M. Mundy became business manager and secretary-treasurer. Having a thorough and practical knowledge of all departments, the business of the company under his management has steadily increased and now the *Reformer* office enjoys practically the largest job printing business of any town in Canada. Mr. Mundy keeps himself well posted on all modern ideas in connection with the trade, is a great advocate of the cost system, and has attended nearly all the cost congresses, trade and press conventions for years past.

MR. A. S. McLEESE is one of the younger generation of Canadian journalists who are making good in the field. Mr. McLeese is a native of Canada, but served most of his apprenticeship among the newspapers in the States, coming to Oshawa from Houston, Texas, where he made a most favorable record. He has been identified with the Oshawa *Reformer* since 1910, is an enthusiast in his work, and never knows when the day's efforts are completed. He is at present devoting his energies to the betterment of local news gathering, and is a big factor in the popularity of the paper.

MacLean's Magazine

MACLEAN'S MAGAZINE for September, possesses exceptional interest because of the wealth of good Canadian names appearing in the list of contributors—Agnes Laut, Stephen Leacock and Alan Sullivan, to mention but three.

These writers are distinguished among the authors of two hemispheres. Hitherto their work has been making its first appearance, as a general thing, in New York publications for the good and sufficient reason that Canadian publishers felt that they could not "pay the price."

The publisher and editor of MacLean's Magazine have come to the conclusion that this magazine must contain the best work of Canada's best writers—this at any cost; and the fruits of this decision are already visible.

Other Canadians in the first flight of present-day authors and magazine contributors from whom stories are expected are Sir Gilbert Parker and Arthur Stringer.

All this is significant: it means that Canadian magazines can compete, and are competing successfully, with the best American magazines for the literary wares of high-priced writers. The rapidly growing circulation and news-stand sales of *MacLean's Magazine* are evidence of the Canadian public's appreciation of this magazine of superlative merit.

THE MONTREAL *Herald* issues a directory of all the members of its staff. This in the form of an 8-page folder, pocket size. Each individual is listed under his proper classification—Business manager, advertising, office, editorial, proof readers, circulation, mailing room, news composition, etc. The idea is much to be commended and is worthy of imitation.

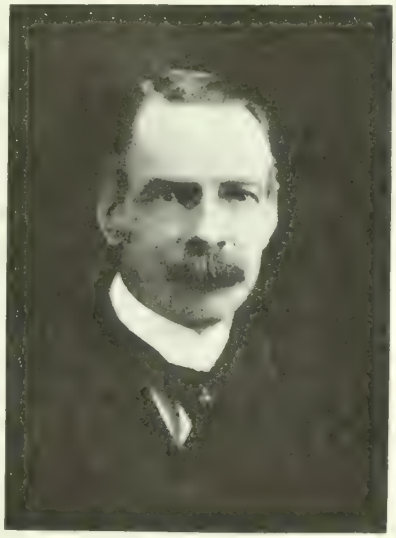
The Making of a Twentieth Century Publisher

The Brisk Life-Story of a Saskatchewan Editor—A Much Honored Citizen—His Ideal Newspaper—Cucumbers as a Hobby

By W. A. CRAICK

IT WAS by a long and devious route that the editor of the Lloydminster *Times* traveled from the place of his birth to the scene of his present activities. Most Western journalists have at one time or another during their newspaper careers made extensive journeys and tasted unusual experiences; but it is doubtful whether any scribe west of the Great Lakes has had as varied a life as Editor Tuckwell, of Lloydminster. His wanderings have taken him as far as the Antipodes, and he has worked for his living in at least three quarters of the globe. Withal he is just as unpretentious and unassuming as if he had never stepped beyond the borders of his native parish.

To begin with, the hero of this little biography was born just a trifle over forty-nine years ago in the village of Chesham, Bucks, England. After being educated at the Aylesbury Endowed Grammar School, he was apprenticed in the printing office of Hazell, Watson & Viney, a firm which has the distinction of having printed most of John Ruskin's works. Later he acted as proof-reader in the printing department of a large English book and magazine house; but, his health giving out, he was ordered by his doctor to leave England and seek relief in the drier climate of New South Wales. He was so ill at the time that when he went aboard the *Orizaba*, the ship that was to carry him to Australia, the officials shook their heads and maintained that he would never reach his destination alive.



D. G. TUCKWELL
Editor of *Times*, Lloydminster, Sask.

IN THE ANTIPODES

However, the ocean voyage restored his strength to such an extent that on landing he was able to proceed to Bathurst and begin work on the staff of the *Daily Free Press* in that city. After that he completely recovered his health, and remained in New South Wales for nine years as manager of that paper, and on his departure he received an illuminated address and purse of gold from admiring friends. During this period not only did he witness the campaign which ended in the federation of the Australian provinces, but personally assisted with voice and pen in bringing about this desirable piece of legislation.

With the passing years the desire to return home and see his native land again, increased, and at last he was able to gratify it. He had no intention of leaving Australia permanently, but simply meant to spend a short time in England and then return to Bathurst. He made the journey by easy stages, taking in all the sights of the places and countries through which he passed and adding to his store of knowledge of the world. After a short sojourn in the Old Country, he started back towards Australia. This time he made up his mind that he would travel by the Canadian route, having a curiosity to see the Dominion, a decision in which lay concealed the trend of all his future days

When he had proceeded on his way as far as Winnipeg, he was suddenly seized with the idea that he might do worse than settle down in the rapidly expanding Western city for a while. Accordingly he accepted a position on the editorial staff of the *Free Press*, and being able to show much valuable experience, was soon assigned to the municipal work, and then was promoted to the telegraph editor's desk. Before he resigned from the *Free Press* staff to assume the editorship of the Fort William *Morning Herald*, he had risen to be an editorial writer and was thoroughly convinced that Western Canada was the place for him.

SETTLING DOWN IN CANADA

Mr. Tuckwell spent short periods editing the Fort William *Herald*, the Rainy River *Gazette*, and the Yorkton *Times*, before he purchased his present property from the business men of Lloydminster who had established the paper some years before. He has now been living in the capital of the Barr Colony for four years, and has been so energetic and so interested in the welfare of the town that he is already its mayor for a second term and a most useful citizen. A man comes to the front quickly in the West, and anyone who, like the editor of the *Times*, shows himself willing to work, is soon given the opportunity.

By birth, training, and temperament, this Western editor is a keen politician and a close student of political movements, both past and present. He was a great admirer of Gladstone, and one of his most cherished recollections of boyhood was when the G.O.M. once shook hands with him. In this country he has tried to be whole-heartedly devoted to the Liberal cause, but has become profundly disgusted at the lack of moral fibre shown by party politicians. To-day he professes to be between the devil and the deep sea, and hardly knows where he may land. Two years ago some criticism of a certain political deal brought a threatened opposition into the field, who first offered to buy him out at a very attractive figure. So attractive was the offer that for two days he was in doubt whether he ought not to accept it; but a petition signed by the mayor and by nearly every merchant and citizen in the town was sufficient to turn his wavering soul to his proper line of duty, and he held on to the *Times*.

A PURELY LOCAL NEWSPAPER

In running his paper, Mr. Tuckwell lays great stress on country correspondence and local news. Matters of outside importance scarcely ever appear in his columns, for he believes in keeping it purely a local NEWS-paper. As Lloydminster is situated in the centre of a mixed farming district, he tries to make the *Times* of the greatest use to

the country people, and at the same time he gives due attention to the town's municipal affairs, informing the ratepayers of what is being done and keeping them stirred up as to what they should endeavor to accomplish.

It has already been noted that Mr. Tuckwell is the mayor of Lloydminster for his second year. This is but one of numerous offices which he fills. He serves on the Hospital Board, the School Board, the executive of the Board of Trade, the executive of the Overseas Club, the executive of the Saskatchewan Municipal Union and the executive of the Alberta and Saskatchewan Agricutural Exhibition Societies, and is president of the Western Saskatchewan Football League. These duties, together with the editing of an eight-page, seven-column weekly, a task which he takes very seriously, leave him very little time for moping or mischief.

THE SAFETY VALVE OF A HOBBY

Yet he does insist on taking some time for the prosecution of a hobby, in which he finds much satisfaction. This is gardening. Locally, and indeed considerably beyond the limits of the town, he is known as the Cucumber King, a title which he has gained by reason of his astonishing success in raising enormous cucumbers. He has actually produced specimens 23½ inches long and 9 inches in circumference. Nor does he delegate the hard work to others. During the summer, he may be seen any morning bright and early at work in his garden, digging, planting, and weeding. He owns two town lots, and what is left of the land is given over to cultivation. So successful has he been in his gardening operations that he has won the prize for the finest collection of vegetables in the Lloydminster district for two years running. A few days ago he was awarded the Board of Trade's prize in a very keen competition for having the best cultivated garden in the district.

And he is applying his hobby to the advantage of his business as well, for in connection with the new *Times* office, which he has just erected, he has laid out an attractive garden. This adds greatly to the appearance of the building, giving it a rather unusual setting for a newspaper office it is true, but undoubtedly enhancing its value from the aesthetic and advertising standpoint.

Incidentally it may be mentioned that Mr. Tuckwell has a son, who is serving his King and country in the present time of emergency. The young man, who was born in Australia and who has won some celebrity as an athlete, has been appointed signalling officer with the Winnipeg Grenadiers and is now at the Sewell Camp.

Saturday Sunset No More

THE Vancouver *Saturday Sunset* has suspended publication. In our last issue we chronicled a change of page-size in this publication and quoted the publisher's statement relative to public taste in the matter of size and character of periodicals.

A hope is held out that publication will be resumed after the war. One could wish that this hope will be realized for the *Saturday Sunset* has occupied a large place in Western journalism and favor.

St. Clair Press Association Meeting

THE St. Clair Press Association met in Petrolia on July 31st. It included newspaper men from Lambton and Middlesex. H. J. Pettypiece, of Forest *Free Press*, is president, and J. McIntosh, of the Forest *Standard*, is secretary. The association was entertained at luncheon by the Board of Trade. After luncheon a tour, in automobiles, was made, taking in the oil districts, the refineries, Lambton creamery, hospital and other points of interest.

A feature of the banquet was a toast to the newspaper men at the front and in service—Johnston McAdams, of Sarnia; Frank Perkins, of Petrolea; A. Ketch, of Alvinston; and Glen Nichol, of Watford. Another feature was an excellent address by Rev. John McRobie, one of Petrolea's oldest citizens, who graduated from Knox College in 1856, and is still in good health and vigor. Addresses were also given by President Pettypiece, Dr. C. O. Fairbank and A. R. Alloway, assistant manager of the Canadian Press Association.

Destruction of Pulpwood Timber

ONCE more the fire fiend has wrought havoc among our forests and the usual heavy spring and early summer toll has been taken of the most valuable of our provincial assets in different parts of our province, including our own district, by one of the most destructive and relentless of our national foes. The atmosphere was rendered murky for days by the smoke from the burning woodlands and not only has a large quantity of more or less valuable timber been consumed, but thousands of cords of pulpwood and other products of our forest industries.

It is sad to think that so much destruction must recur almost every year and that we are still to a great extent powerless to stop it. Undoubtedly, the Government's fire suppression and forest service has given excellent results in that direction, but it cannot cope altogether successfully with an evil so insidious and so widespread, nor can it hope ever to do so effectually until it boldly throttles and crushes the chief cause of that evil. Reference is had to the practice of allowing backwoods settlers to set fire to their choppings in the prosecution of their land-cleaning operations. It is your *pauvre colon* who in nine cases out of ten is responsible for our bush fires and the great destruction which they too often occasion, and not the anglers or hunters, who frequent the woods at this season and who, together with their guides, are as a rule, exceedingly careful about the fires which they set during their outings in the bush. For the one forest fire accidentally caused by these, dozens and dozens of them arise from the practice of setting fire for land cleaning purposes owing to the improper times chosen by settlers to carry on their "burns," their utter disregard of all safety conditions and their carelessness or neglect in watching the fires which they start.

With little or nothing themselves to lose, these pioneers of the woods cause too often immense loss and damage to others and yet it is considered almost a crime in this province to speak disparagingly of them or their practices or to do anything but pap-feed and encourage them in every possible way when the proper thing would be to punish them severely for failing to take the necessary precautions to do no injury to their neighbors. The evil results of coddling these people are too frequently to be seen in the destruction of many of our most valuable timber limits and vast quantities of our forest products.—Taken from The *Quebec Telegraph*.

WAWOTA, SASK.,
July 13, 1915.

We enclose herewith our cheque in payment of subscription to PRINTER AND PUBLISHER. Since becoming acquainted with it we have learnt many useful hints from its pages and its arrival each month is eagerly looked forward to.

THE WAWOTA HERALD,
(Sgd.) W. R. Peddle.

Putting Quality and Service in the Foreground

A Successful Ottawa Printer Tells How He Gets Rid of the Price Bugaboo—Looking Into Competitors' Figures—A Profit on Every Job

SEVERAL widely known and highly placed men in the Canadian printing world have been contributing to PRINTER AND PUBLISHER their views and experiences in connection with the subject—Quality and Service *v.* Price in the Printing Business.

Each of these contributors, Matthew Esdale, general manager of the Esdale Press, Edmonton; W. W. Southam, manager, Southam Press, Montreal, and W. H. Quinn, business manager, Public Press, Winnipeg, has written most interestingly and helpfully, and has laid great stress on the two essential factors in the building up of a permanent and profitable business, namely, quality and service.

The contributions of these men are now followed by one from E. D. Lowe, president and manager of the Lowe-Martin Company, Ottawa; a firm specializing in loose-leaf systems, yet also doing general printing of a high class. Mr. Lowe writes:



E. D. LOWE

President and Manager Lowe-Martin Co., Ottawa. Mr. Lowe's views on the subject of the getting and holding of printing business are set forth in the accompanying article.

We do a large country and city trade outside of our own city in the loose leaf, card index and fine pamphlet work. We do not, to any extent, go after the large catalogue business.

We have a number of our best customers who do not ask prices, but leave it with us to charge what is right, and right here we might state that we believe these customers have a decided advantage over those who send out a stereotyped form to all the printers asking for quotations, for we give their work our very best personal supervision, advise them and supply samples of different kinds of stock, and charge them a reasonable profit from our records. On the other hand the purchasing agent who sends to all printers for quotations usually specifies his stock, which in a great many cases is not the regular line carried by the house, and often takes a part of a ream, the balance, or at least a part of it, if the printer is honest to himself, is charged up to the job. The man that jobs out his work to the lowest tenderer usually gets what he is after—a cheap job in every sense of the word.

HOW A CUSTOMER WAS HELD

We have in mind a large manufacturing concern in a town not far from our city who entrusted us with all their work and only occasionally ask us for prices when the job is going to mount up into a considerable sum. About a year ago a traveler for another house happened to call on them when they were about to place an order with us for ten thousand catalogues, so they gave them an opportunity to quote. When this quotation came in, we were called up by phone and informed that our price was away out and asked us if we had not made an error. We told them we would go over our quotations, and after doing so, and finding we had not made an error, we called them up and told them we had not. We were then informed that if we had not made an error, that they were in error in not asking for quotations on all their work, as there was at least one hundred dollars of a difference. We, of course, told them that the other firm must have made a mistake and asked them not to close as we would go to their town and talk the matter over.

After going there and going through every item of our quotation, and proving that our figures were correct, we were informed that as it was a saving of one hundred dollars to them, they would have to pass us by. We asked to see the letter giving the price, and when shown it, we knew positively that the house giving the quotation, being one of the best in the country, could not quote one hundred dollars below us, and after reading their letter we were very pleased to be able to inform our customer of his error in reading, which read first thousand so much, and over one thousand so much per thousand. He thought when taking over one thousand he would have the job at the price quoted on the extra thousands, whereas when adding together the price on the first thousand to the nine thousand there was only a difference of about three dollars. Our customer is still with us, and rarely ever asks for prices.

MAKING A PROFIT ON ALL WORK

In our standard forms of loose leaf we have regular prices, and only occasionally lose work to the cut rate man. We could give you many instances as above during our six years in business, but we believe one is sufficient. We believe in making a profit on all our work, and to this end we have installed the Standard Cost System, and we might add that the party responsible for making the prices is not the one that does the charging out, so that if a job does not show a profit, it is looked into and found out if the price was too low, or whether it was the fault of the factory that the profit disappeared.

We ask all of our salesmen to preach quality and service, and as far as possible keep prices in the back ground.

* * *

Mr. Lowe's attitude towards business and the basis of doing business is well shown in the above letter, and assuredly it is this principle of making a profit on all work done that has enabled his firm to maintain a good volume of business through the past twelve months, and that gave it the ability and courage to enlarge its operation by taking over the entire plant and business (not, however, the cabinet end of it) of the Library Bureau of Canada (located in Ottawa).

Enclosed $1.00 for renewal. Its the best dollar's worth I received in the whole year. Sure the PRINTER AND PUBLISHER is a combined instructor and bureau of information with which the craft could not dispense.

Fraternally,

The *Advocate*,

Tweed, Ont.

Co-operating with Newspapers

IN CONSIDERING the question of publicity, the bookseller should ever keep in mind that his business is of such a nature that his store is a veritable news bureau. In the books and periodicals, which are his stock-in-trade, are set forth information that will frequently be welcomed by the local newspapers, enabling them to embellish certain items of news with additional facts and figures, illustrations, descriptions and other explanations. Having that in mind, the bookseller should make it a point to keep thoroughly posted in a general way as to the contents of books and magazines in order to be in a position to offer suggestions to editors or their reporters.

This co-operation will promote reciprocal advances on the part of the editors. This is not intended to mean that the idea is to be used as a means of "grafting" free advertising space. The progressive merchant will use a reasonable amount of space for the regular form of advertising, but frequently the publication of certain articles will be advantageous to the newspaper because of its real interest for the readers, and at the same time the influence of the article will tend to help the bookseller's business.

In Canada the bookseller in almost every case is a dealer in sporting goods as well. Consequently the favorable presentation in the local newspapers of such a subject as tennis will develop wider interest in that game, and consequently a greater demand for tennis racquets, tennis balls, and other requisites, not to mention books of rules and other volumes treating upon the subject of tennis.

In the August "Century," Louis Graves, in an article on "The Rise of Tennis," says:

"Tennis has lost the reputation of being a pink-tea, handkerchief-in-the-sleeve, deah-old-Algy sort of affair, and has come to be recognized as spirited, red-blooded, fast. People thought its chief ingredient was milk-and-water; now they know it is ginger."

The general theme of this article is the startling increase in popularity of a game formerly enjoyed only by a few. How economic changes have contributed to this development, tennis being a compact game in a day of crowded cities and rising land values, how the National Championship contest has been shifted from Newport to New York; what are the relative merits of turf and dirt in courts; who are the chief heroes of contemporary tennis; why California is turning out an almost abnormal number of good players, are among the questions discussed in an article which asserts that the old-fashioned non-aggressive style of play, is in no danger of falling into disrepute, despite the somewhat bellicose methods now largely in vogue.

This description of the article will be welcomed by the sporting editor of the newspaper. Offer it to him and see if this is not true.

To apply the benefit of its publication more particularly so as to help his business, it should prove remunerative for the dealer to run copy in the advertising columns of the same issue of the nature of the suggestion here reproduced.—From *Bookseller and Stationer.*

* * *

PRINTER AND PUBLISHER adds a footnote to the foregoing. It is the suggestion that the initiative in this matter be not left wholly to the bookseller. The editor or publisher can very profitably call on the bookseller and ask him for items or references calculated to make good "copy" and good reading. Frequently the publisher can obtain material easily and make it the magnet for extra advertising.

The Circulation of Daily Newspapers in Canada

IT WILL interest the publishers of Canada to read the tabulation below which sets forth the number of daily newspapers in Canada, their distribution by provinces, their combined circulations, and the relation of circulation to families.

In this connection, it may be stated that the circulation figures are slightly higher in the case of many newspapers than the normal. This is explained by the stimulated circulations which are a consequence of war interest. At the same time, it is gratifying to know that on an average every home in the Dominion of Canada receives one daily newspaper and that a very considerable percentage of Canadian homes receive at least two.

British Columbia, according to the record, is the greatest reader of dailies in the Dominion, with Manitoba coming second. In those provinces which have the smallest distribution and circulation of daily newspapers, viz.: Saskatchewan, New Brunswick, Nova Scotia and Prince Edward Island, the inference is not that these provinces are not as great readers of newspapers as the others, but rather that they rely more strongly on the weekly newspapers to serve their needs. It is likewise to be noted that the provinces which are pre-eminently agricultural in their nature are smaller consumers of daily newspapers than those provinces which are strongly industrial. The figures are herewith given:

	Population	No. of Dailies	Combined Circulation	Copies per family (5 persons)
British Columbia	500,000	18	108,000	1.08
Alberta	500,000	9	105,000	1.05
Saskatchewan	600,000	8	77,000	.72
Manitoba	560,000	8	184,000	1.64
Ontario	2,850,000	55	875,000	1.53
Quebec	2,150,000	17	650,000	1.50
New Brunswick	370,000	8	54,000	.73
Nova Scotia	500,000	11	71,000	.71
P. Ed. Island	91,000	3	15,000	.80
	8,171,000	137	2,139,000	1.31

Business-Getting Methods of Vancouver Papers

VANCOUVER *World,* is giving the London *Times'* War book with every five weeks' subscription paid in advance and 98 cents. The circulation of this paper is rapidly increasing.

The jitney bus has been indirectly the means of adding to the advertising space of the British Columbia newspapers. The electric railways have reduced the street car fares and to insure a ready sale of tango tickets at 8 for 25 cents on the opening day used half pages in the dailies of the coast papers. This space continued for some time.

Vancouver *Daily Province* has considerably increased its advertising revenue by the successful plan of devoting two full pages every Saturday to the moving picture theatres and their coming attractions. Two pages have been employed for some time in setting forth the features of the amusement places in the coast city. The plan worked so well that the other newspapers followed the *Province's* lead.

The same paper has devoted a page every Saturday for the past few weeks to decorators', painters' and wall paper dealers' advertisements, giving considerable matter relative to cleaning up and painting now! The page was favored with a liberal advertising patronage.

"There is nothing truly valuable which can be purchased without pains and labor."—Joseph Addison.

The Advertising of Small Stores in Big Cities

An Undeveloped Field of Large Possibilities—The Small Dealer the Publisher's Most Profitable Opportunity—Ways and Means by Which the Small Stores Can Be Made Great Advertisers

By W. R. HOTCHKIN

Editor's Note.—Mr. Hotckin's article is the address which he gave before the Newspaper Conference at the A.A.C.W. Convention in June last. It was declared by many to be the best address of the convention. Because of its surpassing merit, meatiness and freshness, PRINTER AND PUBLISHER *passes on to Canadian newspaper publishers Mr. Hotckin's inspiring and illuminating paper.*

I PRESUME that in selecting me to talk to this convention, it was anticipated that from my experience as a buyer of advertising space for the largest advertisers* in New York City, I would be able to show how the big stores could be impelled to use still larger space in newspapers.

But that is exactly what I shall not do.

The big merchants are now spending all that they dare spend for advertising space. Many of the big stores are entirely too prodigal in the use of advertising space. Many of them are also buying space at too low a rate.

I definitely do not believe that the newspaper's most profitable opportunity to-day is in the direction of the department store.

I know that practically all newspapers have third, or fourth, or fifth-class solicitors, who are supposed to cover the "little dealer" field; and some of these low-priced solicitors by good luck are men of brains and genius, and are accomplishing a great deal in developing little advertisers into bigger merchants and bigger advertisers.

It seems to me that the biggest potentiality for increasing local business in the newspaper exists in the small dealer.

I do not believe there are half a dozen newspapers in the United States that are getting a half, a quarter, or even a tenth of the possibilities out of the small dealer in their cities.

I believe the advertising of the big advertisers has become top heavy, while the great big field of creative development of small dealers is almost untouched.

It is my belief that the chief drawback of the success of the small solicitor who works on the small dealers is the fact that when the dealer can be convinced that he should invest a certain amount of money in advertising, he is absolutely helpless about knowing what to put in the space he is willing to buy.

The small dealer is not an advertising man and he cannot afford to hire one, and in his blind efforts to make something out of advertising after the solicitor has convinced him that he should do it, he inserts his business card and goes back to the counter to wait for the customers to run in. Of course, the customers do not come in and he thinks advertising is a failure and no good for a small store.

A SERVICE DEPARTMENT

If I were an advertising manager for a newspaper, or the owner of a newspaper, the first thing I would do would be to create an Advertising Writing Bureau, with one or more expert advertising writers who were very practical, and who could develop business-bringing ideas for all sorts of stores.

It is a long, hard task to convince a hardware dealer, a druggist, or a florist, that his business could be profitably advertised, when you have nothing to show him; but if you are able to suggest to him just what goods he should advertise at that time, how he should word his advertisement, and how it could be displayed in the small space that he could afford to pay for—and if you would assure him that it would not be buried under a lot of big advertising, and that this piece of copy would cost him say, $12.50—nine times out of ten, if the matter were intelligently planned and skilfully written, the space would be sold, the advertising would bring some results and the merchant would be glad to try it again.

Every town and city in America has dozens, scores, or hundreds, of possible advertising clients who have never had a dollar's worth of advertising in the newspapers.

They would be glad to advertise if they were shown how they could do it, and if their advertising were properly prepared and properly classified in the newspaper.

These dealers have not been educated to advertising; they do not know how to advertise; they do not know what to put in the space when they buy it.

If, instead of going to the merchant to sell him advertising the solicitor would go into his store, look over his goods and pick out something that the public is interested in at that time, and have a good advertisement written about it, he would be in a position to go into the hardware store, for instance, and say:

"Mr. Jones these window screens are better made than most that I see in the department stores. Why don't you let people know about them?"

Then if he had copy for an advertisement, telling the exceptional merits of these window screens, pointing out the advantage of buying them from a hardware store that insisted upon having everything up to a high standard of quality, he could convince the dealer, sell the advertising, convince the public, sell the goods, and create a regular advertiser.

He could do the same thing with the jeweler, the shoe dealer, the druggist, the optician, the sporting goods dealer, the bookseller, the grocer, the savings bank, the florist, the real estate man, the candy dealer, the butcher, the dancing teacher, the piano dealer.

CLASSIFIED ADVERTISING

If a classified page were properly developed and its utility explained, there would be scarcely any limit to the possibilities for securing advertisers.

Take the multitude of businesses in any town or city that have no show windows, that are only known to private clients, that have never been advertised, because the income does not warrant large expense to advertise the business, and because a few lines in the paper would be lost; think of the dressmakers who might advertise; the little shops that do pleating and embroidery; the shoemakers who would advertise their repair work and that they can sew a whole sole on your shoe while you wait, on a Goodyear Welting Machine.

Think of the possibilities of developing little shops where a man can get new cuffs put on his shirts, where he can get his socks darned; think how many hundreds of men would be mighty glad to know where these things could be done, and think of the people who could profitably do them, if they could find the men who want this service.

Think if the possibilities of development in every town, of a parcel post page of classified advertising, where the

*John Wanamaker.

farmers can advertise how they will ship butter, eggs, asparagus, lettuce, and other vegetables, or flowers, shrubbery, and a multitude of other things, to people who would be mighty glad to buy them in that way, if they knew who wanted to sell and deliver them in that manner.

On the other side, think how many housekeepers would be glad to advertise that they want a farmer to deliver fresh butter every week, fresh eggs every day or two, fresh vegetables every few days.

Both sides can be solicited by the newspaper announcement and a tremendous classified business built up, if the plan is intelligently developed and promoted by the newspaper.

The heading of the page of such classified advertising could tell the whole story about the utility of the page and the possibilities of usefulness to its readers and the merchants and farmers who had things to sell.

The women who cannot find a dressmaker that can work for her on the days that she can devote to this work in her own home, could place a "want ad." in the newspaper and receive replies from a dozen dressmakers whom she could not locate without such advertising.

The wonderful benefit to a community of such a system of communication is hard to compute. The world is full of people who want to render service and cannot find anyone to serve; while at the same time there are multitudes of people who cannot find people to serve them. The newspaper is the only medium of getting together the people who want to serve and those who wish the service.

MAKING ADVERTISING PAY

CO-OPERATION is the great modern word.

It is the seller's problem to help the buyer to make Advertising pay.

I know that there is a feeling on the part of newspapers that promotion for a store, or for any other advertiser, should be done entirely in the space purchased by that advertiser, and I am not going to make any appeal here for free reading notices.

But I am going to insist, in the most emphatic way, that you provide co-operation of the strongest possible character, to make the advertising of your clients pay, so that each may continue to advertise.

And I want to insist that the special editorial work that can be done to help advertisers is being discovered to be the most valuable part of a newspaper and a magazine.

Good Housekeeping Magazine has already advertised to its readers the enormous value of its advertising pages in the improvement of conditions in the home and in the information that they give about helps for better housekeeping.

It has been abundantly demonstrated that splendid as is the editorial matter, nothing in the whole magazine is more interesting to housekeepers than the advertising pages that tell women what to buy to help them in their housework, to make their homes more attractive and to make their work easier.

Recently in the New York *Globe* there has been inaugurated a special Editorial Department which discusses Matters of Apparel for Men. It tells what it is proper to wear at various times. It tells about the new patterns in neckwear, the new shapes in collars, the correct styles in shirts. It tells what a man wants to know about the right clothing to wear for golf, for tennis, for hunting, for fishing, for the informal dance.

It is filled with information that 99 men out of 100 ought to know and which 99 men out of 100 do not know. It is mighty good reading in a man's newspaper. It is information that a man's wife wants to know, in order to help him dress properly.

On the same page, in adjoining columns, there is a multitude of small advertisements of little Men's Furnishing Shops that could not afford to pay a big price, but which can well afford to pay the small cost of small space in such an association.

EDITORIAL CO-OPERATION

This is what I call intelligent co-operation with the advertisers, while at the same time creating a mighty interesting and valuable editorial page for the newspaper.

Exactly the same thing might be done in housekeeping things, on the housekeeper's page, where the grocer and butcher could advertise; the milkman, the baker; once in a while the man who wants to get window cleaning, or gardening; the florist, the shoemaker, the coal dealer, the iceman; and of course, the stores that have housekeeping goods to sell and the manufacturers who want to exploit articles for the household.

One page of space sold to little dealers at a high rate is worth two or three pages sold to big advertisers at a cut rate; and the little advertisements, if properly classified and intelligently edited, will be mighty valuable and helpful to the readers of the paper.

They will serve a new purpose in the community, they will provide a new source of income for the newspaper, and all the time they will be creating little advertisers who will develop into big advertisers.

THE ADVERTISING MANAGER'S PART

The advertising manager of a newspaper to-day should have his mind wide open to current events and to advertising possibilities. He should tell his whole organization to watch for things of this sort as they are making their rounds. Have them forget the matter of more space selling and think more about *space filling*.

Let them remember that it would be easy to sell ten times the space that they are selling, if they could show advertisers how to profitably fill the space when sold.

There is no use to say that there isn't that much money and that your community couldn't afford to spend that much money for advertising, because any community can afford to spend one hundred times as much as it is spending, if it can thereby correspondingly accelerate business, create more turnovers on its goods, give more work to its individual producers and more service to those who are anxious to secure it.

Every bit of advertising that overcomes inertia, creates new capital; and Advertising is the greatest force the world has ever known for overcoming inertia.

It is up to the advertising manager and advertising solicitors to develop ideas, for it is by means of ideas that the greatest possible increase in space selling can be secured.

Of course, it takes time, brains and effort, to co-operate with and create ideas for your advertisers. But it is effort and thought that *produces something*.

How infinitely better to take more time and use greater effort to develop and create *one* real advertiser; than to waste still larger periods of time in unsuccessfully soliciting a dozen prospects in the old un-productive way.

In almost every modern business definite SERVICE has become part of the value of the commodity sold.

By showing your prospects HOW to advertise you will make it possible for them to become advertisers, and as long as the advertising is profitable to your clients, so long will your clients continue profitable to you.

ELORA, May 4, 1915.

PRINTER AND PUBLISHER:

Find herewith amount of my subscription to PRINTER AND PUBLISHER to March, 1917. PRINTER AND PUBLISHER is always improving and I enjoy every number. It is also appreciated by the office staff.

R. E. MILLS,
The Elora Express Printing Office.

House Organs, Special Issues, and Booklets

Notes and Comments on Printed Things, Words and Ideas Which are the Expressions of Men, Businesses and Genius

A PATRIOTIC souvenir of last Dominion Day in St. Catharines, has been issued by Andrew E. Murdoch, advertising manager of the St. Catharines *Standard*, the proceeds from the sale of which are to be devoted to the aid of war relief and charity. The publication consists entirely of half-tone illustrations—photographs of street scenes and other views taken in connection with a Dominion Day parade in which many decorated automobiles and floats appeared. Mr. Murdoch is to be complimented on his enterprise and on his interesting booklet which must live long in many St. Catharines homes.

The *Magnet* is "a magazine of pulling power for Richmond." It is a monthly newspaper, *Saturday Evening Post* size. Its avowed function is to be "a stimulant to the upbuild and progress of the Town and County of Richmond." The subscription price is 50 cents a year. In one of the "ear" spaces in the title portion is displayed the familiar PRINTER AND PUBLISHER flag bearing the words, "Be loyal to your own community." Many another town and county in Canada can imitate with advantage the *Magnet* idea.

The *Pacific Printer and Publisher*, San Francisco, has felt the impetus of the big fairs at San Francisco and San Diego, with their numerous national conventions, and has widened the scope of its activities. One feature of this sister publication that is attracting much attention to it is a series of very well written articles which are sketches of editors, publishers and printers on the Pacific Slope, contributed by the managing editor, Chauncey McGovern, to the connection. PRINTER AND PUBLISHER wishes to say that it is most extravagant economy on the part of printers and publishers to be non-subscribers to at least three good technical and class publication. Ten dollars a year invested in subscriptions to papers of this sort can and should yield easily a hundred dollars a year clear profit.

Among numerous house organs which come to PRINTER AND PUBLISHER, perhaps the most interesting received during the past month is one entitled "Crane-ing," issued by the Cleveland Crane and Engineering Company, Wickliffe, O., and described as "an intentional effort to create immediate enquiries and subsequent sales for Cleveland Cranes. The issue under review was edited by C. S. Baur, advertising manager, The *Iron Age*, and is described as "The Kids' Number." It certainly was a bold idea to devote and dedicate an issue of an engineering house to the "Kids." In explanation Mr. Baur says:

"The Cleveland Crane & Engineering Co. have tried to steer clear of the ordinary run of house organs and have had special issues, as it were. For instance, they had the 'Scout Number,' the 'Stenographers' Number,' the 'Peace Number,' and so on. In each of these numbers they have tried to connect the title in some way or another with the 'Cleveland Cranes,' and have succeeded very well, I am told. When they asked me to prepare an issue, it occurred to me that if I hit upon a title that would have enough 'human interest' in it, the readers (I mean now the executives in the big manufacturing plants to whom *Crane-ing* is sent) would take it home to their youngsters and in the majority of cases I felt there was every chance of the 'big kids' reading it to the 'little kids'. That this is so has already been proven to my satisfaction.



Cover Front and Back Cover in special issue of an engineering firm's house organ. The idea was an issue which would be interesting enough to take home to the little folks. Other issues were a Scouts' Number, a Stenographers', and Peace Number. This July issue was produced by C. S. Baur, Advertising Manager, "The Iron Age."

Some House Organs and Other Publications

AMONG Dominion Government publications is to be noted a quarterly, entitled "Conservation of Life." It is issued under the direction of the Commission of Conservation of Canada, and has for its mission the diffusion of information relating to public health, housing and town planning, as these pertain to Canada. This is a publication which all Canadian newspaper publishers should make themselves familiar with, for the good material contained in it.

One of Canada's interesting and unusual publications the Ontario School for the Deaf, Belleville. It is published semi-monthly.

From the Chronicle Printing Company, Cookshire, Que., PRINTER AND PUBLISHER has received the Eastern Townships *Pathfinder*, which is in book-form, and is a road guide and commercial hand book. This publication has a three-fold object, namely: to fill the need for a comprehensive road guide for the use of tourists and others; to encourage local travel between the people living in the district; and to advertise the Eastern Townships. In addition to a large folded map there is a wealth of smaller maps, each occupying a single page. As a guide for motorists the *Pathfinder* is much to be commended. R. Bartholomew, the publisher, has performed a real service for his community and has done worthily. What he has done for his district many another printer-publisher can—and perhaps should—do for the county or territory where he dwells.

T. W. Taylor Co., Winnipeg, have begun the publication of a house organ entitled "Profitable Talks on Printing and Binding," and to this might be added "Loose Leaf Devices." The issue consists of eight pages and a cover, and is meaty, informative and interesting.

A Spokesman for Canadian Weeklies

OUT-PACED and over-shadowed by the daily newspapers of the Dominion, the Canadian weekly newspapers have been led to attempt to rescue themselves from their place of subordination in the esteem of national advertisers. They have done this by combining to have published a monthly newspaper which is their spokesman to advertisers and advertising agencies in Canada, United States and Great Britain.

This project has been a slow development. Two years ago the first real steps were taken towards solving the problem that was perplexing weekly newspaper publishers, viz.: the problem of how they could attract the attention and secure the business of national advertisers. However, at the annual meeting of Canadian Press Association, in July 1914, definite steps were taken to reach the goal desired.

The proposed solution of the problem was the publication, at monthly intervals, of a small newspaper which would set forth the cause and claims of the weeklies. Pledge forms were sent out to all weekly members of the Canadian Press Association, and over 100 publishers definitely pledged themselves to subscribe one dollar a month for a year towards the cost of producing the projected newspaper. Later, by personal solicitation and by correspondence, another 50 publishers were induced to subscribe the amount required from each.

The first issue of the little newspaper, which has a page-size corresponding to that of letter paper, viz.: 8½" x 11", and which bears the title *Town and Country Field in Canada*, and a sub-title "The 65 Per Cent. Field," appeared in August. So far two issues have been published.

The little newspaper does not pretend to be one long drawn out shout for the weeklies but aims rather to make itself interesting and valuable to those who receive it—this by general articles and comments on the subject of advertising, by providing records of advertising experience, by editorials and other matter designed to instruct and stimulate advertisers, and by providing statistics and other records calculated to emphasize the importance of the rural community field in Canada.



TOWN & COUNTRY FIELD
IN CANADA
THE 65% FIELD

Issued Monthly — AUGUST, 1915 — Vol. 1, No. 1

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PITH AND POINT

ADVERTISING IN CANADA

The Basis of Successful Advertising in Canada

Front page of first issue of *Town and Country Field in Canada* the monthly spokesman being issued by the Weekly Section of the Canadian Press Association as part of its propaganda to secure more national advertising for Canadian weekly newspapers.

By an analysis of population, with respect to each of the provinces, and to Canada as a whole, the fact has been brought out very clearly and convincingly that 65 per cent. of Canada's population resides in communities of under 10,000 and the rural territory contiguous to them. Another statistical table shows that Canada has 19,000 general stores. The number of these is greater than the number of boot and shoe, clothing, drug, dry goods, furniture, hardware, jewelry, and music stores in Canada, all put together. General stores, it is obvious, have their location in distinctively rural communities.

2,000 copies of *Town and Country Field in Canada* are distributed each month, being sent in a special envelope, and addressed to an individual in the firm receiving the paper. Already this modest publication has had a very sincere welcome, not a few advertisers having requested that their names be placed on the permanent mailing list.

Town and Country Field in Canada is interesting from another point of view, viz.: it is the only publication, bar one, produced in Canada having a distinctively advertising savor. It is interesting, also, from this point of view, viz.: that it is the mouthpiece of the feeble ilk among the publishers of Canada. No other group of newspapers in Canada, dailies, weeklies, or monthlies, has a definitely appointed spokesman to plead their joint cause.

Copies of *Town and Country Field* can be had gratis by addressing a request to the Canadian Press Association, Lumsden Building, Toronto.

Ways Canadian Publishers Use to Sell Space

The Stunts by Which Cunning Advertising Managers Lure the Dollars From Their Hiding Places—The Inference is "Go Thou and Do Likewise"—Circulation and Other Schemes

IT CANNOT be too strongly emphasized that the best way to develop new advertising and new subscribers is to sell them ideas rather than white space. This not only makes the labor of selling very much less, but has the merit of interesting the advertiser very much more in his advertising. At the same time, the probability is that the reader's interest will also be increased and thus results to the advertiser will be made surer and larger.

Following are brief statements concerning ideas of publishers which have been turned into money:

The *Morning Albertan*, Calgary, ran a page devoted to Sarcee City, an adjunct of Sarcee Camp. The reading matter on this page related to the news and incidents of camp life, and in the adjacent columns appeared the advertising of firms serving soldiers.—Such things as soft drinks, cleaning, pressing and repairing, books, tobaccos, fruit and confectionery, baths, restaurant service, laundries, etc.

The St. Thomas *Journal*: a page of advertising relating to Port Stanley, a nearby summer resort.

The Chatham *Daily Planet*: a page headed "Best Bargains in the Shops." "Which in your opinion is the best and most appealing advertisement on this page?" This is a copyrighted feature. Free theatre tickets are given for the best answers to the questions.

The Norwood *Register*: a page of advertising related to Norwood's forthcoming Agricultural Fair, headed "Hurrah for the Norwood Fair." The advertising is made up of announcements by local firms and has the fair and bargains related to it featured in many of the advertisements.

The Edmonton *Journal*: The heading of the page is "It's Vacation Time." The letter press is devoted to the subject of summer outings and pleasures, and the advertising has the same general note.

The St. Thomas *Daily Times*: Page headed "Port Stanley, Canada's Favorite Summer Resort." This page is devoted very largely to the advertising of Port Stanley stores.

The Berlin *Daily Telegraph*: Heading of page is "Trade at Home," and a sub-heading, "Do your part in building a bigger and more prosperous city by patronizing Berlin merchants and factories." The advertising of Berlin firms is carried.

The Winnipeg *Telegram*: Page entitled "The Telegram Building and Construction Department." This shows a dwelling and two floor plans with descriptive letter press. Surrounding are advertisements of paint, heating appliances, building supplies, etc.

The *Daily Echo*, Halifax: "Summer resorts and hotels in and near Halifax." The heading is hand lettered. Letter press and allied advertising constitute the matter on this page.

The *Observer*, Sarnia: Title of page: "Find the Misspelled Words and Win $5.00 Free." The page is made up of advertisements and words are misspelled in each advertisement.

Daily Echo, Halifax: Housekeepers' Guide (Sequel to June Brides' Page). Letter press and advertising.

The *Daily Warder*, Lindsay: Domestic Economy page. This feature is appearing on Saturdays for a period of ten weeks. Letter press matter is copyrighted.

The St. Thomas *Journal*: Electric page—letter press and advertising.

Calgary *Daily Herald*: The Housekeepers' Short Cut page. "Mrs. Shortcut" has a talk on salads on this page. This is a Wednesday feature. On another occasion Mrs. Shortcut talked on Wash Day. Another page developed by The *Herald* was made up of the advertising of firms members of the local Rotary Club.

Ottawa *Evening Journal*: "Boost Ottawa Business"—Subtitle was: "Firms and Representatives of Good Standing." Letter press emphasized the importance of Ottawa as a national industrial centre.

Calgary *Daily Herald*: Views and News of the Auto World. A map of the Calgary to Strathmore Trail was given; several short motoring articles sustained the advertising.

Calgary *News-Telegram*: A "Hunting and Fishing" page.

DOLLAR DAY

Dollar Day: The St. Catharines *Standard*. In the case of this newspaper Dollar Day was converted into Twin Dollar Day, two days being set aside for dollar offerings. This paper published a special two-part supplement to its regular issue, printed on pink stock. In order to give the benefit in particular only to those merchants who financed the extra advertising of the Dollar Day Sale in adjacent towns and villages, an arrow was prepared, and was given to these merchants for display in their window. The significance of the arrow was pointed out in the columns of the St. Catharines *Standard*, and in this way the public were encouraged to support those stores who contributed to the extra cost of this occasion.

In this paper, as well as in other papers, which have run Dollar Days, many special hand-drawn headings of the words "Dollar Day" are incorporated in the advertising of the merchants. These headings go far towards making the advertising attention-compelling.

The St. Catharines *Standard* is particularly energetic in the development of advertising ideas and stunts, a recent page being devoted to the interpretation of one of St. Catharines' prominent industries, viz.; the makers of Creamalt Bread. This suggests, or should suggest, to other publishers, that there are many industries in their communities serving a larger than local public, whose enterprises should be specially noted in the local newspapers and interpreted to their own community. Very often a local industry is not fully appreciated by the dwellers in the community where it is located.

Stratford *Herald*: Ran an issue strong in Dollar Day offerings. One firm had two pages. Large spaces were numerous. Green pennants were given to the merchants identifying themselves with this sale in this way.

Dollar Day Sales have been operated by many other Canadian newspapers during the past few weeks, among them being The *Times*, High River, Alberta; The Cornwall *Freeholder* and the New Glasgow *Record*.

PRINTER AND PUBLISHER is pleased at all times to receive special copies of issues of Canadian newspapers containing special advertising, or ideas which have been converted into advertising. Publishers are asked to write a letter at the same time that they send their newspaper, telling of the sending of the paper.

Dislike Liquor Posters Depicting Soldiers in Uniform

OBJECTION to the liquor interests using figures in the King's uniform, and also to the using of the Red Cross to advertise various brands of whiskey and gin, was recorded in the form of a resolution at the concluding session of the Congregational Union of Canada.

The resolution reads as follows: "The Congregational Union of Canada has had under consideration a matter which by special resolution we request to place under the consideration of the delegates, namely: The large advertising posters displayed throughout Canada by the liquor manufacturers, these posters containing figures shown wearing the King's uniform of the British army and navy; also displaying the sacred emblem of the Christian faith—the sign of the cross—while on others the British flag finds a place. The Congregational Union is of the opinion that these emblems are sacred to the sentiments of the people of this Dominion, and that the King's uniform the Red Cross or any other cross should not be so used."

No Periods After Titles and Captions

THE attention of PRINTER AND PUBLISHER has been drawn to the practice of some printers and publishers of placing periods after titles and captions. Indeed PRINTER AND PUBLISHER fears that it has trangressed in this direction itself. The laws governing good typography of to-day eliminate the period after titles, sub-titles and cross-heads. Printers and publishers, please take notice, and correct your ways if you have been sinners.


MID-WINTER CLEARANCE SALE

SPECIAL FOR LADIES

Special Inducement Counter to Offer Remarkable Bargains in Wearing Apparel and all Kinds of Bric-a-Brac, &c

$16.50
$18.35
$20.00
$21.65
$23.65
$25.00
$26.65
$28.45
$30.00
$13.50
$14.25
$15.00
$16.90
$18.50
$20.65
$22.50
$23.75
$25.50
$26.00
$27.98

VACATION OUTFITS

Everything Here to Equip You for that Wonderful Trip You Have Been Planning. The Sale Will Last 3 Weeks

THE GLOBE WAREHOUSE

THE GLOBE WAREHOUSE

A NOTABLE ACHIEVEMENT IN MACHINE AD-SETTING.

The full page newspaper display ad. illustrated above exhibits a most interesting accomplishment in the use of a machine for newspaper display work. The whole advertisement, including the display lines, rules, borders and spacing out material, with the exception of the 72-point display line at the top, was all set by one operator with an equipment contained in one linotype machine.

The large figures in the centre panel illustrate a new feature recently perfected by the Mergenthaler Linotype Co. that should prove extremely valuable for catalogue and newspaper ad-work. The figures are 42-point and are set up at the same time with the two 18-point lines that accompany them. They are set as part of the first line of each item and the ends of the second lines are quaded out so that big figures overlap on them.

Another feature is the 36-point vertical right and left sectional letter used for display in the first and third lower panels. Each of these letters is set in two parts, but joined so perfectly the division cannot be detected.

For minor perfections also the advertisement is worthy of study as an achievement in newspaper ad-setting.

Colored Newsprint Getting Scarce

PAPER manufacturers are sending out advices to their customers that it will be necessary in the near future for them to reduce the color tone of newsprint used by newspapers. Canadian and United States mills got their dyes from Germany prior to the war. These products are not now received and the supply of the companies is running low. At present both English and United States Governments are at work on the problem of manufacturing these dyes, and their ultimate success is assured, but it may be some time before sufficient quantities can be obtained to meet requirements.

Cost Systems Be D——

TO PRINTER AND PUBLISHER was narrated a little story of a printer who supplied a customer with a quantity of billheads. The price charged for the job was so absurdly inadequate that a fellow-printer in another city who learned of the incident was emboldened to ask questions. "Why," he said, "your price wouldn't pay for the stock, let alone the printing of it." "Well," replied the printer, "since you think you know so much, let me tell you something. The stock cost me nothing—it was dead stock which I had on hand for two years. Neither did the composition cost me anything, for my daughter did it. So you see you are not so gol-darned smart after all."

Circular for Printers

THIS month PRINTER AND PUBLISHER provides the text and layout of a circular which all job printers everywhere can turn to useful account, requiring only to replace the dummy name with their own.

Printers should constantly suggest to those whom they wish to serve the faithful use of printed matter. Only by planting seeds can one hope for a harvest. Not every seed dropped sprouts, but seed sown in faith and diligently is bound to yield fruitage.

The circular provided opens with a message addressed to the recipient on the side of *his* interest, and leads up to the printer's interest. Good salesmanship seeks to establish a point of contact and with attention thus secured, the way is prepared for the presentation of the seller's proposal.

PRINTER AND PUBLISHER would like to hear from those who make use of these suggested circulars.

Credit Man's Advice

THE following six rules as a basis of credit are given by an experienced credit man whose views are worth careful consideration:

1. Put in a cost system that will give you full and complete information about the units of your business.

2. Do no work for which you do not receive an adequate net profit.

3. Keep squarely within the limits of your capital. Let your business grow out of its profits and not out of credit.

4. If you have a piece of machinery or a department that does not produce, or cannot at once be made to produce, satisfactory results, sell it.

5. Never sell your printing at a less figure than you are willing to make when your shop is full of work.

6. When you have billed your work see that the customer pays the account when it is due. Don't be a banker for anybody. —*Print Shop Talk.*

Put it this Way

You have something to sell—something others want or need; but for goodness sake don't depend on them to look you up. LOOK THEM UP.

Do you suppose that Timothy Eaton, or John Wanamaker, or Marshall Field waited to be found out by those whose business *they* wanted and needed?

IF John Wanamaker had your chance right now—had exactly what you have—stock, location, equipment and opportunities, no more and no less—would *he* make any difference in your turnover and profits?

It may be—*may*, mark you—that you are doing all that is humanly possible to sell your goods, but the chances are that you are depending on others to hunt YOU up rather than trying like the Old Harry to make them FIND YOU.

Print something about your business—something RED HOT, and mail it to those whose business you want. Make Printers' Ink the *tongue* of your business. Make good paper the *body* of your message. Let postage stamps be the *wings* to carry your business to a thousand or ten thousand probable buyers of what you have to sell.

LET us do the Printing for you—this is the help *we* can give you. Perhaps we can help you even more—by suggesting the sort of printed job that will be good for you to send out. You have ideas and so have we. Let us mate them. Something extra good will be the sure result.

IF this bit of printed matter of ours has stirred you any; if it has half-persuaded you to use our service, 'phone us, and we'll do our level best to push you over the line of hesitation.

Call up NOW, Main 000, and give us an appointment.

John Typehigh & Son, Printers
100 John Street, Galt

Suggested Circular for Printers. See note on opposite page.

Good Ad Copy for Men's Wear Stores

Here are three advertisements drawn up by an advertising writer for PRINTER AND PUBLISHER *that should prove helpful for the autumn campaign. Each is intended for single column, seven inches—an appropriate size and shape for men's wear copy. Follow style of these suggestions in setting. For your convenience the illustration cuts may be purchased through* PRINTER AND PUBLISHER *at the price of* 50 *cents each, postpaid. Cash must accompany order.*

By submitting to men's furnishers this "copy," many a publisher will be able to get an order to run it.

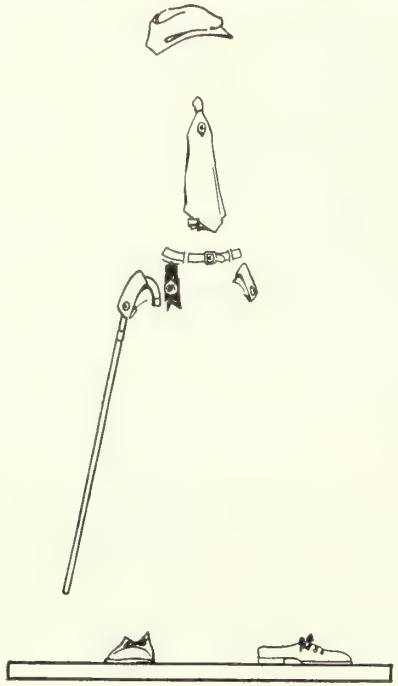


Sox—

from plain black lisle to the fanciest silk, from the ordinary cashmere to the finest merinos—sox of every kind to please the fancy and feet of every man and to suit his pocket.

Better let us send up a dozen assorted—step in to-day and select from our immense range. Be sure to see our —
(Descriptions and price)

(Firm name and address)



Big Little Things

—it's the little things that make or mar a man's dress—that dub him either a "sloppy" or a smart dresser.

Little Things Count

—and it's these little things that we are most particular about when helping a man selects his autumn outfit—the proper hat or cap, the correct cravat and scarf pin with cuff links to match, the belt and watch fob, cane and footwear, in fact all the accessories that go to make up the particular man's outfit.

See our attractive case trim to-day—just inside the entrance.

(Firm name and address)



"Huh! Guess this looks like a new 'lid'."

"Let's see, I believe I saw a window of new ones down the street. What was on that showcard? Oh Yes! I remember—*Don't look a back number. Throw away that old one.*

"Guess I'll drop in and get one while the assortment is good."

Yes, Mr. Man, we are showing all the latest styles in shape and weave. How about a brand new hat to replace the old one?

Remember the place.

(Firm name and address)

REVIEW OF SPECIMENS

THE atmosphere of quiet dignity and gracious refinement about Moulton College, coupled with a consistent freedom, persuades me it would be a fitting place for my daughter to develop her young mind and unfolding character. Even though the college was located miles away and not conveniently accessible to me, I would be quite at ease regarding her safety. I also feel satisfied the ability of the faculty cannot be questioned, and that it is wholly in keeping with the high character of the college.

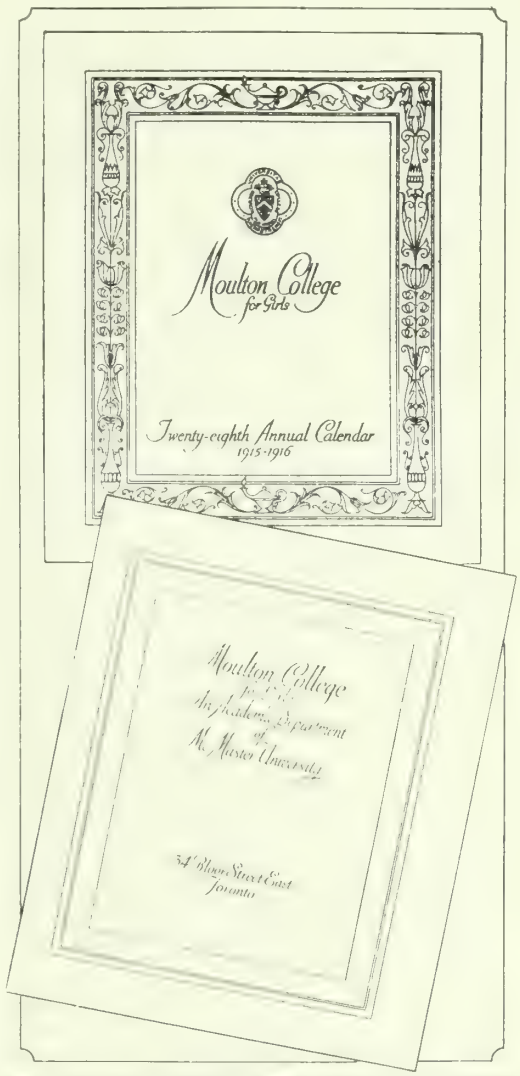
These are precisely the impressions received from the appearance of the booklet recently created for Moulton College by R. G. MacLean, Limited, Toronto. And it is logical to add, that with this accomplishment it has successfully met the severest test of a booklet.

How was such character achieved? The booklet itself can tell that more eloquently than mere words, but the reproduction of the cover and title page herewith will suggest it in a measure.

A careful blending of the different elements undoubtedly went far toward securing the effective result. The delicately fashioned cover design was printed in gold and embossed on a cream antique stock. The inside pages were in black on white antique book. While it was left to the preliminary pages to offer the best opportunities for display, the solid pages throughought exhibit care and thought in their treatment. The booklet was enclosed in a cream antique envelope with a hand-drawn cornerpiece in brown ink. One can picture a new appreciation of printing developed when more work of this character is put into circulation.

So long has black ink, big, bold type and cheap yellow paper been the accepted rules of producing a poster, any deviation from this practice is likely to be accepted as a fundamental error of judgment. However, in the poster for the Allied Trades' picnic, it has been left to Saults & Pollard, Winnipeg, to show that quality has a place in this class of work, and an important one. First, a groundwork of good quality, grey artists' cover stock is used. Second, the type face is of a light character, and comparatively small in size. Then considerable blank space is distributed over sheet (think of that for a poster!). It is printed in bronze blue and light blue tint, with a hole punched at the top for hanging. Measured by its effectiveness the poster was probably an economy rather than a waste of extravagance.

"Pembroke—Canada's Next City" is the title of a well printed, profusely illustrated booklet bearing the imprint of George H. Popham, Ottawa. Simplicity gives effectiveness to the cover, which is printed in bronze blue and gold on grey antique stock. The inside pages are made interesting by the consistent use of shaded Cheltenham Bold for display. The presswork throughout is uniformly good.

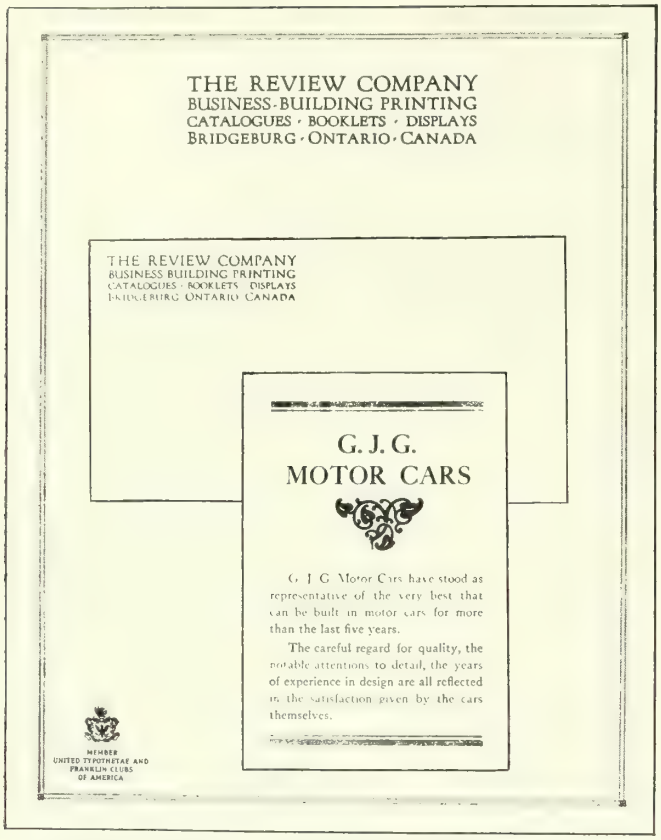


The Moulton College booklet from R. G. MacLean, Ltd., Toronto, evinces that atmosphere is a worthy accomplishment.

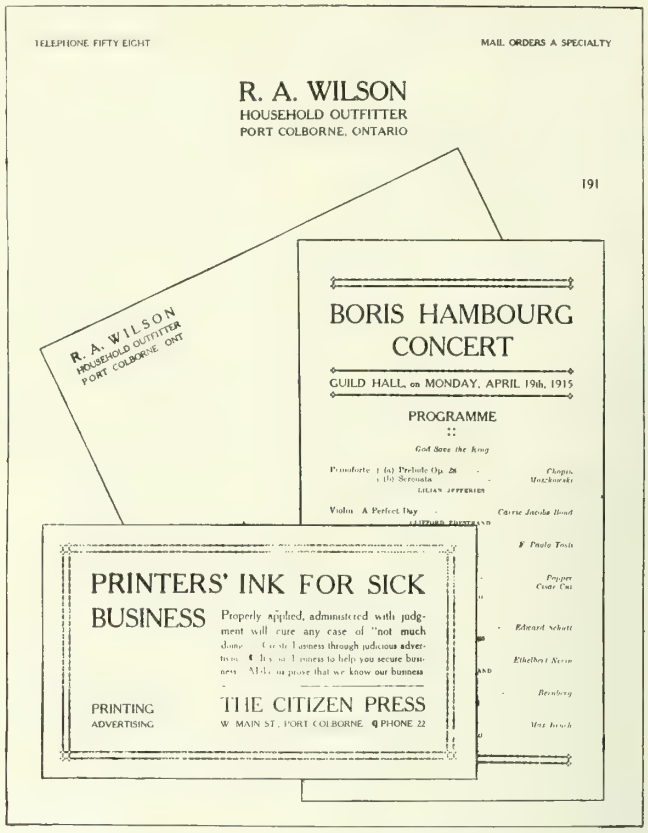
Some very pleasing commercial specimens have been received from the *Union Advocate*, Newcastle, N.B. Simple, restrained designs, composed in a single series of type of harmonizing characters, make these specimens attractive and in good taste. The letterhead of the Maritime Hide Co. is an especially noteworthy specimen. The form of the design is pleasing and conducive to easy reading. Tone harmony has been intelligently preserved, and the spacing of the groups is all that could be desired. The letterhead was printed in bronze blue on cream, linen-finish stock.

That The Review Co., Bridgeburg, Ont., are making the value of good printing felt in their district, is made clear from the group of specimens recently received from this progressive print shop. The illustration herewith is a suggestion of the character of work the package contained. The effective use of capitals in a solid mass is worth careful study. One pleasing specimen not included in the reproduction is a folder for a millinery opening. Cheltenham Bold was used for display, but a beautifully soft and delicate effect was obtained by printing it in a pale, green-grey ink on white antique stock. To avoid the possibility of flatness, a mere touch of color was added in the form of an Old English "F." It was printed in deep red ink and placed in the centre of a floral wreath.

Because a compositor produces occasionally one or two good designs or meets with success in contests, is no proof of exceptional ability. The real test of a man's ability should be his everyday work, and the impression received



The specimens from the Review Co., Bridgeburg, show how efficiency may be secured through simple arrangement.



A strict adherence to a single type face, or harmonizing characters, is noticeable in the group from the Port Colborne Citizen.

from viewing the samples submitted by J. A. Robinson (with P. D. Ayer & Co.) Moncton, N.B., is that there are likely many compositors turning out some very excellent designs with the work that comes to their hands every day. Among Mr. Robinson's specimens are a number of cards and tickets that are unique and attractive in treatment. One outstanding specimen is a small menu folder. With the exception of a crest on the first page nothing but type has been used for this job. But so careful has been the arrangement of the matter, selection of type and ink and paper, any other decoration would seem out of place, and possibly spoil the simple beauty of this piece of work.

One very noticeable feature of the specimens submitted by the Port Colborne *Citizen* is the strict adherence to tone harmony. Type and rule and decoration all seem selected to blend, unnoticed, one into the other. Such a practice usually results in very pleasing and attractive printed matter. An idea included among the specimens, and one worthy to be followed by many other printers, was a series of envelope stuffers boosting good printed matter. Each one took up a different point in favor of using printed matter and the attractiveness of the arrangements gave weight to the arguments.

Moore Bros. Printing Co., Toronto, have recently produced a rather pretentious piece of work in the form of a booklet for the Bishop Strachan School. A "Gothic" style of treatment predominates throughout, which, while it harmonizes well with the nature of the booklet, seems a little overdone on the inside pages. Here each page is emblazoned with a heavy, bright red border, placed close to the type. The problem, how to print ordinary half-tones on heavy antique paper, was solved in very good fashion in this booklet. Solid tint blocks, cut to fit just inside the border, were run without color, and had the effect of ironing out that portion of the page. This gave the paper a sufficiently smooth surface with which to take the half-tones.



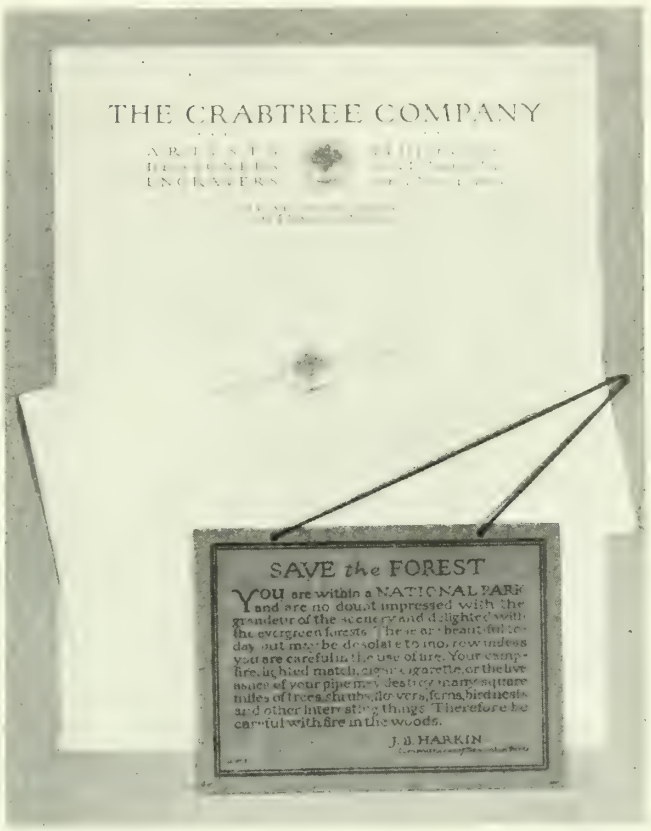
A subject suitably adapted to the "Gothic" style in which it was designed.

There are certain typographers from whom the readers of this department always expect "something different," and Harry W. Leggett, Ottawa, is one of them. His work is not only enlightening, but inspiring. Highly interesting is his conception of the stationery of a printing house, illustrated herewith. Just plain capitals and an ornament; but the manner in which they are arranged, the careful grouping, the thoughtful division of colors for two shades of green, such considerations as these are what make the difference between artistic and mediocre printing.

The Montreal *Gazette* recently ran in their paper a series of advertisements boosting the value of printed advertising matter. The series was so good in itself the *Gazette* people considered it would be a wise thing to group the ads.,

together with a few samples of their color work, and send them to a selected list in the form of an attractive booklet. This was done, the result being the booklet reproduced herewith. Good quality India tint antique stock was used with the cover in brown and buff and the inside pages in brown. In the centre of the booklet was a four-page insert exhibiting samples of three-color work. The insert was on white coated paper which was "roughed."

Whoever said: "Necessity is the Mother of Invention," must have had in mind the printing business, with its daily and insistent need for new ideas, and ways and means of producing the "unusual," the "different" effect. At least the axiom fits in well with the trials of the present day printer. The Star Publishing Co., Limited, Curling, Nfld., when about to get up a new rate card, very wisely considered it a "necessity" to have it different in appearance from the regular daily run of work. Inventive mental forces were put to work with the result that the desired effect was achieved and the rate card is a very attractive piece of work. The point on which inventive genius centred was the reproduction of a half-tone. Instead of printing it in the uninteresting single color the pressman contrived to secure a three-color effect from the one plate through the use of overlays and underlays.



All of Harry W. Leggett's work shows a distinctiveness peculiarly its own.

The result attained was worth the effort, for only very close inspection and a practised eye would detect the subterfuge. While, of course, this method is not commended for general use, still credit is certainly due the enterprising pressman who achieved what might be considered "the impossible." The rest of the card was rather neatly arranged and printed in red, green and black on good quality white stock.

Anyone who has cajoled himself into believing that all the typographical possibilities of the simple blotter have long since been unearthed and utilized, would receive a severe mental jolt if he should happen across any of the series sent in by Walter H. Smith, Vancouver, B.C. Originality is emblazoned on each one of them. One in particular draws and holds the attention. Its argument was full of force and the typographical effect conveyed the same feeling. The stock used was of a medium grey color. A solid 18-point rule in a warm red-orange tone ran flush with the edges. The type matter consisted of three lines of bold type and a two-line initial placed toward the upper left corner, and printed in a deep, vivid green. A 6-point red-orange rule ran beneath this group. The address was toward the lower right corner. The other blotters were designed with similar regard for the feeling and tone of the copy.



Cover and two inside pages from a very attractive advertising booklet by Gazette Printing Co., Montreal

Company Willing to Pay for Space, but Withdraw "Copy"

AN INTERESTING point of law in regard to newspaper advertising came before Mr. Justice Murphy, of Vancouver, in chambers last month when the Japan Canada Trust Co., asked for an injunction to restrain the Japanese newspaper *Canadian News*, from publishing their advertisement. The company had in January, 1914, given the newspaper a two years' contract to publish a five-inch advertisement. They are quite willing to pay for the space until the expiration of the contract, but they want the advertisement withdrawn. In spite of their offer to pay, Mr. Justice Murphy said there were too many questions of fact at stake, and the matter would have to be tried out in court in September.

"I can't attempt to explain all the motives in this matter, your lordship," said Mr. W. M. Griffin, in making the application. "There appears to be some strong disagreement over the rival Japanese newspapers and my clients do not wish to appear any longer to support the *Canadian News*. They are quite willing to pay for the space, but they do not want their advertisement to appear."

"They made a contract with the newspaper. Is it not invoking the aid of the court to break a contract? That is rather a startling proposition," commented the judge.

"I argue," said Mr. Griffin, "that a contract to advertise is not an ordinary contract. It is in the nature of an agency or a license which can be withdrawn or revoked on payment of damages. The only interest a newspaper has in an advertisement is to see that it gets paid for its space. Its rights end with that, and we are willing to pay."

His Lordship expressed himself as still unconvinced, even when counsel pictured the possibility of one of the Vancouver daily newpapers turning violently pro-German and the consequent rush there would be among advertisers to disassociate themselves from the newspaper.

"The fact that this company was advertising in your paper may be a fact of great importance to the newspaper to give it a standing or help it to secure other advertisers. There may have been some such consideration in the giving of a two-year contract," said the judge.

"That is the whole point of the case," spoke up Mr. Killam for the publisher. "My man, Oki, has an affidavit in which he swears that it was expressly agreed the advertisement was to stand for two years, and that he gave a favorable rate accordingly."

In face of the conflict the judge ordered the case to be entered for trial, saying he was unable to deal with it in chambers.

Subscribers' Liability

The following query and answer were published in the legal columns of the Toronto *Mail and Empire* recently:

Qu.—My subscription to a paper which I have been taking expired in February last. The publishers have been sending regularly ever since. They have now notified me to pay for the coming year. (1) Can I be compelled to do so? (2) May I relieve myself from further liability by notifying the publishers to stop the paper?

Answer.—(1) Where a newspaper is regularly mailed to a subscriber after the term of his subscription has expired, and the subscriber regularly takes the paper from the post-office or (if it is delivered at his home) does not notify the publisher to discontinue sending it, generally speaking an "implied contract" is thereby created, rendering the subscriber liable to another year's subscription. Newspaper publishers might offend many of their subscribers by stopping the paper at the expiration of each subscription. Where a person accepts an article which is sent to him knowing that it is not sent free, in other words, knowing that it is not a gift, there is an implied promise on the part of the person who accepts the article to pay for it. (2) You may relieve yourself from further liability by notifying the publisher not to continue sending the paper to you after the expiration of the current year.

Newspapers for Soldiers

CANADIAN newspaper publishers will render a simple yet valuable service to Canadian soldiers at the front by publishing in their columns the following directions:

Those who would like to send newspapers to wounded men may be sure they will be received if they are addressed to Lady Drummond, Information Department, Canadian Red Cross Society, 14 Cockspur street, London, S.W., England.

This lady has undertaken to forward supplies to prisoners in Germany on receipt of money from friends in any part of Canada.

It should be remembered that prisoners are not allowed to receive newspapers, and that letters to them should tell home news only. It is very easy to neglect to write or to forget to send papers. This is the least we can do for the men who are risking all.

Smaller British and German Newspapers

Decreased advertising revenue and a shortage in the supply of chemicals necessary for the manufacture of white paper have resulted in an agreement by the proprietors of London's newspapers to reduce the number of pages. The *Post* is down to ten pages, while the *Times*, *Telegraph*, and *Standard* contain twelve. Some of these dailies frequently have printed twenty or more pages since the war.

The Berlin *Vorwaerts* says that over 200 German daily newspapers and periodicals ceased publication Aug. 1. The newspaper adds that the number of German publications have been reduced to less than 1,200.

Cost of War to Newspapers

Of course the war is having a marked effect upon newspapers the world over. Such a disorganization of normal conditions does not make for the financial gain of the press. It appears that the Associated Press has been spending close to $1,400 a day covering the field of the European War. It is not to the profit of the cheaper newspapers when the war increases their circulations and advertising falls below the normal. That there has been a great increase in the circulation of London daily papers does not spell profit. The early fear of Fleet Street that paper might become scarce has not been realized. The increase of price by perhaps 20 per cent. has been due to the increase in freight rates rather than to a shortened supply. As was to have been expected, the established illustrated London weeklies, like the *Graphic* and *Illustrated News*, have experienced an extraordinary lift, in cases doubling their circulations. These sheets are probably making money.—Springfield *Republican*.

Enclosed find $1 to cover my arrears of subscription to PRINTER AND PUBLISHER. Your paper is always welcomed at this office and we find much in it that is helpful.

THOS. R. HOGG,
Oak Lake *News*.

Increasing Circulations, Influence and Prestige

Brief Particulars Relating to Ways and Means Being Employed by Canadian Publishers to Accomplish Cherished Objects

Circulation and Other Schemes

NOT A FEW publishers in Canada are employing special schemes, competitions very frequently, to develop circulation, or interest in their advertising columns. Some of the stunts which have been worked by publishers are as follows:

The Montreal *Daily Mail* and *Evening News* will print two or three times a week during the fall season a "Bulletin for Buyers." The object is "to help readers obtain the utmost benefit from *Mail* and *News* advertising columns, to broaden the knowledge of advertising and the economic forces of reliable publicity, to bring the manufacturer and the merchant into closer relationship with the consumer, which will tend to lessen the cost of distribution and reduce the cost of living." Suggestions from readers are welcomed by the *Mail* and *Evening News*.

The Bulletin occupies space six and one-half inches wide by fourteen inches deep and is arranged in two columns with special display type. The first Bulletin was published July 26.

DeWitt G. Saltsman, advertising manager of The *Mail* and *News*, says, "The idea of this Bulletin is to promote newspaper advertising both local and national. The Canadian field is offering excellent opportunities along this line."

The Kingston *British Whig* is publishing once a week on its front page a cartoon of a Town Crier, a part of which is a mortised panel and in which appears a "Call for Co-operation—a plea to get together." This call takes the nature of a story of the needs of the community—what is holding it back, the things that must be overcome, and how conquests can be achieved. This "Community Builder" idea is endorsed by a number of well-known and reputable business concerns whose names are published in connection with the announcement of the campaign.

The Vancouver *World* is asking its readers to subscribe the money necessary to provide a machine gun. In making its appeal it quotes lines taken from a poem—"The Dear Old British Flag," by Pauline Johnson:

"We first saw light in Canada, the land beloved of God;
We are the pulse of Canada, its marrow and its blood;
And we, the men of Canada, can face the world and brag
That we were born in Canada, beneath the British Flag."

The *World* management and employees are generous subscribers to the fund. The gun to be purchased will bear the name "Tekahionwake," which is the Indian name of the Mohawk poetess. Miss Johnson left a bequest of $217 to be applied to this object.

The *Daily Province*, Vancouver: ad. writing contest. A page of advertisements which *Province* readers are asked to re-write, obtain their copy material from the published advertisements, advertisers' shop windows, or from the advertisers direct. The advertisers offer prizes of cash or goods or credit certificates having values ranging from $4 to $50. The *Province* offers an extra prize of $5 in gold for the advertisement which in its opinion is the best of all those submitted.

THE BRAMPTON *Conservator* has published a 48-page special edition, printed on coated stock, and lavishly illustrated with portraits and local views. It was in six sections. The occasion was the 25th anniversary of the ownership of The *Conservator* by the present proprietor, Samuel Charters, ex-M.L.A. The issue abounds in articles of a reminiscent character and contains also a very complete survey of present affairs and conditions as these relate to persons, institutions, businesses, councils, organizations, etc. It carries an adequate amount of advertising, most of it in spaces of generous size and representation of the



This cartoon is being used weekly by the *British Whig*, Kingston, in connection with a "Community Building" propaganda. The text matter in the panel is fresh each time.

businesses of the whole county and district. The publisher states that this advertising was obtained from a source which does not interfere with existing contracts, and was largely new business. PRINTER AND PUBLISHER felicitates the *Conservator* on its achievement and commends to other publishers of weekly newspapers the idea and example as represented by this souvenir issue.

The *Observer*, Sarnia, offers prizes of $5, $3, $2 and $1 for those who will tell Who's Who in hot water heating, confectionery and ice cream, groceries, furniture, etc. A series of questions is asked with reference to each advertiser. Such questions, for example, as, "What laundry welcomes public inspection at all times?" "What laundry employs Sarnia help so as to give employment to residents?" "What tea and coffee house in Sarnia guarantees to sell you pure Mocha and Java coffee?"

The Saskatoon *Phoenix;* a page of advertisements all cut up and arranged higgledy-piggledy. The idea was to have the reader match together these cut up advertisements. $26 in prizes were offered.

The *Weekly Ontario*, Belleville; The *Daily Echo*, Halifax; The *Evening Province*, Regina, and numerous other papers throughout Canada conducted a voting contest in which prizes of tickets to the Panama-Pacific Exposition, automobiles, and other desirable awards were given for the securing of subscriptions.

The London *Advertiser* is giving away a book called "Making Money from the Soil." This is given for coupons clipped from the paper.

The *Beacon*, Southampton, is giving away hero spoons to those who subscribe for one year or more.

The Toronto *World* showed war pictures. This same newspaper is also distributing, on the coupon plan, the book "Making Money from the Soil."

Toronto *Daily Star* is giving away "The World Illustrated," on the coupon plan.

Edmonton *Journal*: a picture cut up into irregular pieces. The idea is to match them together.

Sydney *Record*: *A* "Buy it in Sydney" page.

Kingston *British Whig*: A "Swat the Fly" page. Advertisements of fly killers, screens, garbage tins, sprayers, etc.

The Calgary *News-Telegram* published a coupon good for ten cents when applied towards admission to a local theatrical performance.

Toronto *World*: offers glassware with sterling silver filagree rim and initial for coupons and cash.

London *Advertiser*: a voting contest. Contestants limited to boys and girls under 20. A lad's automobile is the major prize.

The Almonte *Free Press*: voting contest, piano, sewing machine and other prizes.

The Sydney *Record* is using the London *Times*' History of the War to promote circulation.

The Welland *Tribune*: a missing word contest. A page of advertisements. In some one advertisement is a missing word. The contest is to run over a period of thirteen weeks. Each time the page of advertisements appears some word in some advertisement will be left out.

PRINTER AND PUBLISHER:

Being notified that my subscription to the PRINTER AND PUBLISHER has expired, I am enclosing money order for renewal. The PRINTER AND PUBLISHER and the *Inland Printer* are the "backbone" of my business. Through studying them I have learned the real value of advertising, its costs, etc., and can now convey to my customers a line of "Printing Talk" that not only gets the business, but gets it at a price that gives me a living wage, and I frankly admit that I have, previously to studying these journals, done thousands of dollars worth of printing at an actual loss.

C. B. NELSON,
Publisher The *Independent*,
Meyronne, Sask.

When An Advertiser Tries to Dictate

RECENTLY John Nelson, publisher of the Vancouver *World*, received the following letter:

"I am surprised to read your article on 'Prohibition During the War' in to-night's paper.

"Your judgment is warped, and you do not care for the rights of the other man, and let me tell you that unless you discontinue writing such articles as this and show a disposition to be more fair, you will lose my account, which amounts to considerable, and I know of a great many more who will immediately stop patronizing you and your paper.

"AN ADVERTISER."

The letter very properly was answered by Mr. Nelson as follows:

"The above was evidently prompted by an article announcing that the *World* would support vigorously a proposal for the prohibition of the liquor traffic in British Columbia during the war and its restoration afterwards only by the expressed will of the people.

"The writer raises clearly an issue which newspapers frequently have to face—the right of an advertiser to dictate the policy of the publication through which he seeks business.

"It is perhaps well that it has been raised early in the campaign, as it permits a definite statement of the position of the *World*.

"The only portion of the *World* newspaper which is for sale is the advertising section. Space there can be purchased by any reputable trader whose announcements are bona fide and whose goods are genuine.

"The editorial and business policy of this paper is a matter within the judgment of the owner, and the owner only. It is not swayed by political considerations, neither can it be controlled by business which may be either offered or withdrawn. If it could, the *World* would soon lose its value to its advertisers because the confidence of its readers is one of the greatest assets any newspaper has to sell to its clients.

"It must be obvious that if a newspaper's course can be varied according to the amount of pressure brought to bear upon it, it will soon lose all right to be regarded as a real newspaper and become merely a hireling sheet with a currency-controlled conscience. The shores of newspaperdom are strewn with journalistic wrecks which resulted from such a policy.

"Whatever other sins the *World* may be guilty of, it will not be that kind of a paper. If it has ultimately to choose between such a course and ceasing to exist, it will simply cease to exist.

"Does 'An Advertiser' think that because the *World* has endorsed prohibition the readers have lost their purchasing power? Surely not.

"Or perhaps he only means that he does not want the trade of thousands of *World* subscribers because they take, read and believe in a paper with whose policy he does not agree.

"If so, and he will disclose his name, the fact will be advertised on this page without any (immediate) cost to him.

"The present mood and temper of the people of the province, we think, is not one which will tolerate any bullying methods. The whole question is much too serious and vital for that. In a sense it is as urgent as machine guns. The decision will have a material and immediate bearing on the duration and outcome of the war.

"Surely that is a problem big enough and grave enough to spare us the pettiness disclosed in the foregoing letter."

Program of 57th Annual Meeting of C.P.A.

Board of Trade Rooms, 19th Floor, Royal Bank Building, Cor. King and Yonge Streets, Toronto, Thursday and Friday, September 2 and 3, 1915

Sessions of the General Association

Thursday, September 2, 10 a.m. to 12.30 p.m.

President's Address.
*Report of Board of Directors.
*Report of Treasurer.
*Report of Auditors.
*Report of Manager.
*Report of Advertising Committee.
*Report of Postal and Parliamentary Committee.
Appointment of Committee on Resolutions and Nominating Committee.

Address: "How Publishers Can Co-Operate in Developing Advertising"—W. A. Thomson, Director, Bureau of Advertising of the American Newspaper Publishers' Association.

*These reports have been printed and mailed to members one week in advance of annual meeting as required by a resolution of the last annual meeting.

Discussion: Has the Press of Canada Gained or Lost by Promoting the "Made-in-Canada" Movement.

Discussion: Co-Operation Between Publishers in a City, Town or District in Eliminating the Free Publicity and Other Evils and in Constructive Work.

Discussion: What Progress Has Been Made Since the Last Annual Meeting in the Direction of Cleaning Up the Advertising Columns Along the Lines Suggested by the Standard of Practice Adopted at That Meeting?

Friday, September 3, 2 p.m. to 5 p.m.

Reports of Sections on
(a) Proposed Standards of Practice in Matters Relating to Advertising.
(b) Proposed Standard Circulation Statement and Information Forms.

Action on above by the Association as a whole.

Reports of Sections on other matters and action by the Association as a whole on recommendations of Sections (if any.)

Report of Nominating Committee.
Election of Officers and Committees.
Report of Committee on Resolutions.
New Business.

Address: "The Press and The Public"—Dr. Talcott Williams, Director and Professor of Journalism, Columbia University, New York.

Symposium: The Desirability of Establishing a School of Journalism in Connection with One or More of Our Canadian Universities—Introduced by President R. A. Falconer, University of Toronto, and Participated in by Sir John Willison, Dr. J. A. Macdonald, J. E. Atkinson, E. Norman Smith and others.

Adjournment of Meeting.

Meeting of Newly Elected Board of Directors in the Council Chamber.

SESSIONS OF THE DAILY SECTION.

Thursday, September 2, 2.00 p.m. to 5 p.m.

Chairman's Address.

Address: Demonstration of a Cost System for Daily Newspapers (illustrated by charts)—Pierre C. Starr, Newspaper Cost and Efficiency Expert, Chicago.

Address: "Selling the Daily Newspapers to Advertisers" — Wm. A. Thomson, Director, Bureau of Advertising, American Newspaper Publishers' Association, New York.

Discussion: The Selling Price of Newspapers to Subscribers.

Discussion: Proposed Standards of Practice in Matters Relating to Advertising.

Discussion: A Standard Rate Card for Daily Newspapers.

Discussion: The Code of Principles in Labor Matters recently adopted by the A.N.P.A.

Election of Officers and Executive Committee.

Friday, September 3, 10 a.m. to 12.30 p.m.

Discussion: The Basis and Amount of Remuneration to Special Representatives.

Discussion:
(a) The Proposed C.P.A. Standard Circulation and Information Statement for Daily Newspapers.
(b) The Circulation Audit Situation.

Address: "The Value of the Editorial Page."—Joseph T. Clark, Toronto "Star."

Address: "The Paper and the Party."—M. W. Rossie, Port Arthur "Chronicle."

Address: "A Page of Advertising."—Dr. Talcott Williams, Director and Professor of Journalism, Columbia University, New York.

"Farewell" to W. S. Dingman.

SESSIONS OF THE WEEKLY SECTION.

Thursday, September 2, 2.00 p.m. to 5.00 p.m.

Chairman's Address.

Report: The campaign to secure more Foreign Advertising for Weekly Newspapers.

Address: "More Local and Foreign Advertising for Weeklies—Ways and Means of Getting It"—John C. Kirkwood.

Discussion: Proposed Standards of Practice in Matters Relating to Advertising.

Discussion: The Proposed C.P.A. Standard Circulation and Information Statement for Weekly Newspapers.

Election of Officers and Executive Committee.

Address: "A Practical Cost System for the Weekly Newspaper" — E. K. Whiting, Manager, "Journal-Chronicle, Owatonna, Minn.

Friday, September 3, 10 a.m. to 12.30 p.m.

Address: "Suggestions for Uniform Policy for Rates of Advertising for Matter Supplied by Agricultural Representatives."—D. A. Jones, "Observer," Pembroke, Ont.

Discussion: Higher Advertising Rates —Led by W. R. Davies, Publisher, "Herald," Thamesville, Ont.

Address: "How the Weekly Publishers of Minnesota Raised Their Subscription Rates to $1.50 a Year."—E. K. Whiting, Manager, "Journal-Chronicle," Owatonna, Minn.

Discussion: Should the Subscription Rate in Canada be increased to $1.50 a year?

Address: Subject and speaker to be announced later.

Address: Subject and speaker to be announced later.

TRADE AND CLASS SECTION.

Thursday, Sept. 2, 2 p.m. to 5 p.m.

Address: Circulation Audits for Business, Technical and Class Publications W. G. Rock, President, Canadian Home Journal, Toronto. Discussion led by J. J. Gallagher, Managing Director, Acton Publishing Co., Toronto.

Address: The Problems of the Religious Press—R. Douglas Fraser, Editor and Business Manager, Presbyterian Publications, Toronto. Discussion led by H. Baldwin, President "Church Life," Toronto.

Address: "Putting Canadian Magazines on the Map with particular reference to service work of national character being done for Canadian people and Canadian manufacturers in opening up markets."—T. B. Costain, Managing Editor MacLean Publishing Co., Ltd., Toronto. Discussion led by C. C. Nixon, Vice-President, "Everywoman's World," Toronto.

*Discussion: "Circulation Methods — with particular reference to the procuring of Circulation for Farm Papers"—led by John Weld, Manager the Farmer's Advocate, London.

Address: "What the Advertiser Wants to Know"—Miss M. Pennell, Space-Buyer J. J. Gibbons, Limited, Toronto. Discussion led by Jas. B. Allen, Advertising Manager, "The Canadian Courier," Toronto.

†The Forum:

Election of Officers and Executive Committee.

Friday, September 3, 10 a.m. to 12.30 p.m.

Discussion: "Shall the Trade and Class Press Section be Divided into Two Distinct Sections." Introduced by H. B. Cowan, Managing Director "Farm and Dairy," Peterborough, Ont.

Discussion: "Postal Matters." Introduced by Acton Burrows, Publisher, "Canadian Railway and Marine World," Toronto.

Address: "Editor and Advertiser What is Legitimate and Profitable Co-operation." T. J. Tobin, Business Manager, "The Canadian Countryman," Toronto. Discussion led by John A. Cooper, "The Canadian Courier," Toronto.

Discussion: "The Proposed C.P.A. Standard Circulation and Information Statement forms for
(a) Magazines, Religious Press, Farm Papers.
(b) Trade and Technical Papers.

†The Forum — At this session will be discussed special and sundry topics not provided for elsewhere on the programme. Those with special subjects which they wish to present or have discussed should communicate with the chairman of the section, stating the matter for which they wish a place in the discussion of the Forum.

THE EDITORS' VIEWPOINT

Canada's Honor

SO LONG as the Canadian people tolerate malpractices on the part of politicians and contractors, so long will Canada's fair name be smirched with the grizzly records of graft, such as those that have been written in connection with war orders and the Manitoba Government building scandals. Opportunity makes the thief and public opinion may condone him.

The publishers of Canada have imposed on them a great privilege and a great obligation: it is to develop and uplift public opinion to a point where it will be swift to condemn and punish those who are false to trusts reposed in them. The people of the world, taken as a whole, are honest and love honesty, but passive and personal honesty must become militant when offences against the common good are committed by men who hold places of power and in whom public confidence is reposed.

Public opinion needs education as well as guidance and the public press is the great teacher and leader. Changing the spirit of a people is a slow process, but a necessary one if righteousness is to govern the nation. Not declamation nor ridicule, nor vituperation, nor mock heroics will correct wrongs. What is needed is a sincerity of purpose, a clear vision of what should and must be, a steadfast will to pursue ideals, and a wealth of patience. These things our editors can, and, let us hope, will provide for our country's good.

Better Business Ahead

ENQUIRIES MADE in the United States by publishers concerning the business and advertising outlook have brought back a quantity and quality of replies leaving nothing to be desired. A complete unanimity seems to exist regarding the amount of business in sight and assured.

In this optimism Canada must share as she must likewise do in the matter of prosperity. Tariff walls and imaginary boundary lines cannot separate Canada from the United States when it comes to reckoning up national business conditions and prospects. In these things we are one.

The human factor, however, must always be taken into account when calculating individual cases. If a man will not work, neither shall he eat—so the Good Book says. And the printer, publisher and businessman who remain supine, hoping without working, wishing without striving, are not likely to share in any large way in the better times that seem to be ahead and so near. Persistency of effort—the try, try, try of Bruce's spider—alone assures success and achievement. The world loves a fighter; it abjures the quitter. The world surrenders to those who besiege its strongholds with a steadfastness of purpose and attack; it drives away exultingly the craven-hearted. Printer, publisher, if you want more business this autumn and this winter, never say die. Take your buffetings, but always return with a smile on your face, and enthusiasm in your heart. So will you thaw out iciness, and so will you wear out resistance.

Answer Correspondence Promptly

WHATEVER may be the explanation the fact is that Canadian business men as a class—and this includes printers and publishers—are worse than careless in the matter of replying to correspondence.

Not every business man, however, is guilty of the charge of being tardy or neglectful with respect to correspondence addressed to him. Many pride themselves on the celerity with which correspondence is dealt with, and are proud of their bare desk with its good story of cleaned-up business. These men are masterful; drivers rather than driven. Their work is always before them, not on top of them, or behind them. They have time to see others, to think and plan and perform. But with all their numbers, they are the exception.

Printers and publishers pay the piper for their own bad habits and the bad habits of those to whom they address circulars, letters and other forms of printed matter. The neglect and failure of those to whom they write to respond is discouraging; indeed, it may be truly said that it is costly.

A letter which calls for an answer, and which was written in sincerity and in the belief that its message is of importance and value to the recipients of it, merits attention. Do unto others as you would be done by is a golden rule in business as well as in religion.

A Printer's and Publisher's Burden

MANY business firms will be doing or using to-morrow what they refuse to do or use to-day. It is not that the to-morrow thing is not good to use or do to-day, but rather that the perception of its worth is beyond the present-day vision of the man with whom decisions rest.

Tomorrow, for example, many a business firm will be using dictaphones and addressing machines, to mention but two things which many are refusing to-day to instal. The need for these devices in their business is as great to-day as it will be to-morrow. The obstacle in the way of their immediate installation is in a great majority of instances an obtuse human being. Time—frequently much time—is required to open the eyes of sleeping men.

One of the burdens or objects of advertising is to awaken sleepers—to arouse them from a smug content, from intellectual torpor, and from physical and mental laziness. So long as humanity lasts there is likely to be a resistance to new ideas and suggestions, and the overcoming of this resistance will be an unavoidable obligation on those with something to sell.

To the printer and the publisher, each of whom lives and thrives on advertising, is committed the hard, serious and fine work of arousing non-advertisers to a perception of the value of advertising in hastening the coming of their day of prosperity and mastery; of sustaining the faith and efforts of advertisers; and of stimulating the public to rely heavily on advertising in the conduct of life and business.

Go Where Money Is

ONE OF Toronto's largest wholesale hardware establishments has a fleet of twelve automobiles for the use of its travelers. The cars are used by these men to reach country stores which aforetime were rarely or never called on by them. In days past the salesmen traveled altogether by rail, making say a dozen towns or cities a week. Today these men visit 25 or so places in a week.

All told there are in Canada, according to a recent calculation, 3,126 hardware stores. Of general stores there are 19,101; that is, the general — which means country—stores exceed the number of hardware stores by 16,000; or to put it another way, there are six general stores in Canada for every hardware store. The same proportion exists with reference to boot and shoe, clothing, drug, dry goods, and jewelery stores. There are eleven times as many general stores as furniture stores, and thirty-five times as many general stores as piano and music stores. There are 4,000 more general stores in Canada than there are grocery stores.

The conclusion is obvious; the manufacturer or jobber who neglects the country retailer is doing only a portion of the business that he can do; and the advertiser who fails to cultivate the rural community field—where greatest wealth and purchasing power are found—has not yet entered into the fullness of his opportunities.

Very often the end of the rainbow with its pot of gold is found, not in a gilded city, but in a plain homespun country town.

Making Newspapers More Interesting

PUBLISHERS feeling about for features likely to interest their readers should consider a Books and Authors Column. This may be made a Saturday feature.

Cultured readers and readers with a love of books are to be found in every community and these will welcome and favor the newspaper which caters to their tastes and interests.

Book notes and reviews are not difficult to obtain and can be procured for nothing from the publishers of books and periodicals. The objection that the publication of book notes and reviews in the news columns would be the equivalent of free reading notices is not a very valid one. In Great Britain and in the United States and to a much lesser degree in Canada, editors find the publication of literary notes and news, with gossip about authors, an extremely valuable means of attracting to their subscription lists a very choice class of readers, and they are broad-gauged enough and long-headed enough to give book reviews freely and fully, without reference to possible advertising revenue. Soon or late, book publishers wake up to the fact that to advertise certain titles in those newspapers which have many booklovers among their readers is good business; and so the newspaper publisher "cashes in" on his editorial acumen.

Another subject of wide and deep interest is a Nature-lovers Corner. Not a few newspapers in Canada maintain a Nature Department. More could do so with advantage to themselves and with acceptance to their readers.

The Restoration of Wastage

ONE EMPLOYING printer in speaking of another, said of him—"When he loses a customer whom he has had for a long time, instead of hunting up another, he goes around and grouches."

Every man's business and every man's job is subject to constant menace, and the firm or man relying on having present possessions in perpetuity is living in a fool's paradise. Eternal vigilance is the price of liberty and mastery. Vigilance implies action and aggression; and most certainly it scouts the idea of contentment of mind or conduct.

Both life and business are subject to the enfeeblement that accompanies wastage and leakage; and just as physical life calls for a constant replenishment—the in-taking of foods and fluids, so must a business ever be restoring its losses.

Customers die or become disaffected or are turned away. A healthy business counts on these accidents of circumstances, and anticipates them—this by a never-failing endeavor to attract and create new customers.

Asking Too Much of Advertising

A NEWSPAPER published a strong special article on a device or system of much interest to many of its readers. In the same issue appeared the advertising of several firms supplying the equipment to which attention was drawn in the news column. Because he failed to receive a single order for his machine, an advertiser complained to the publisher, and did not want to pay for his advertisement.

If orders for expensive machinery could be assured by the insertion of a single advertisement, newspapers would be filled to overflowing with the announcements of manufacturers and agents; and the probability is that publishers' advertising rates would be much higher than they now are.

Here is a point for advertisers to consider: the length of time a man or firm has done without a thing has a bearing on the length of time required to develop an implanted desire into purchase. It takes years sometimes for desire to translate itself into demand; suggestion and appeal and the arguments of persuasion must be applied scores, hundreds—yes, thousands—of times before resistance and inaction are overcome, and the prospect becomes a customer.

If single insertions of advertising can be relied on to secured desired results, then advertising can be likened to thieves of the night, robbing those who have built up their business and good-will by many years of persistent advertising which has cost them large sums.

No advertiser has a right to think or expect that the insertion of a single advertisement of a new commodity which is not commonly possessed by the class to whom he addresses his advertising, and the possession of which means a considerable outlay of money, will obtain for him one order or many orders.

Publishers — and printers, too — owe it to themselves and those whose advertising they publish to teach unreasonable advertisers the truth about advertising, which is that it is not a magician or wizard, but a downright good salesman with a salesman's limitations and handicaps, and having a salesman's luck or hard luck as the case may be. And always this salesman must be backed up and prepared for by those who employ him if he is to get orders on the first or on the twentieth call.

ALL works of taste must bear a price in proportion to the skill, taste, time, expense, and risk attending their manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those which everybody calls cheap. —*Ruskin.*

The Canadian Beaver a Fearsome Creature

KIPLING'S poem, "Our Lady of the Snows," and Montreal's Ice Palace and Winter Sports were frowned down on by our sensitive immigration officials because they kept out—so it was said—many desirable immigrants. Now a new deterrent to immigration has made its appearance, being nothing else than our beloved Canadian beaver.

The New York *World* gave Canada a most unkind advertisement in its issue of July 30, in the form of a front-page news item. The offending paragraphs are as follows:

FEROCIOUS BEAVERS
LOOSE IN BRONX PARK

Monsters Escaped From Pool and Have Evaded Hunters and Traps

Two ferocious beavers have escaped from the pool near the water birds' pond in the Bronx Zoological Park. Hunters are needed at once, ere the maneaters overpower and destroy some of the leading citizens of the Bronx. Traces have been found in the park, near the Jungle Walk, where the animals have stripped the bark from the poplar trees and committed other depredations.

Traps and hunters have been used, but to no avail. The park authorities say that there is no real danger of human life being lost unless the beavers get hungry, but they may get into the Bronx River and fell trees across it and dam it or otherwise obstruct traffic. There were five or six beavers in the pool, but the others are still there.

Fortunately the word Canada does not appear, but all the world knows that it is Canada where these ferocious animals have their habitat. New-comers and some New Yorkers who have never seen a beaver will probably conclude that they are of the size of grizzlies and every bit as formidable. They may even magnify them in imagination to the size of extinct mastodons.

If the beaver must pass from the advertising and other literature of Canada there is left only our Maple Leaf. Who knows when it may be turned against us!

One suspects that it was a reporter of German sympathies who wrote the *World's* little story. Was he subsidized?

Saskatoon Phoenix Ten Cents a Week

THE following announcement appeared recently in the Saskatoon *Phoenix*:

We take this opportunity of advising subscribers that on and after Monday, August 2, 1915, the subscription rate of the *Phoenix*, delivered to any part of Saskatoon or Prince Albert, will be 10 cents per week. Simultaneously with the new rate becoming operative, an army of delivery boys, by arrangement with the *Phoenix*, launch out on a business career as full-fledged merchants. On the carriers, from that date, will be imposed the responsibility not only of delivery but of collection and keeping accounts with the subscribers who become their customers.

With the privileges and increased earnings appertaining to the advancement of the carrier, he also assumes increased responsibilities:

First—He becomes directly responsible to the subscriber for the prompt and regular delivery of his paper, and as the carrier must, of necessity, meet the subscriber each Saturday to collect his 10 cents, he will hear from subscriber if the delivery has been faulty during the week previous.

Second—He becomes responsible to the *Phoenix* for all papers delivered by him and must pay in full for them each Saturday afternoon. To enable him to do this he must have the co-operation of each and every subscriber on his route, to the extent that each of them will have his 10 cents ready when he calls on Saturday.

As the accounts to be collected are so small and payable each week it will eliminate entirely the necessity of issuing receipts and the possibility of any dispute over the account. The subscriber will have access to the carrier's collection book at the time collection is made.

The problem of delivery, will, we are fully persuaded, be solved by this arrangement.

Agency and Allied Items

Frank M. Eldredge is advertising manager for the new Detroiter Motor Car Co., Detroit, Mich. He is also manager of advertising for the Puritan Machine Co., of Detroit. Prior to his connection with the Puritan, he owned and conducted his own advertising agency in New York City, and later in Salt Lake City. Mr. Eldredge announces his intention of launching an aggressive world wide advertising campaign for the marketing of "Detroiter" cars.

J. J. Gibbons, Ltd., have become members of the Audit Bureau of Circulations. This agency is the first distinctively Canadian agency to affiliate itself with this organization.

E. Sterling Dean Advertising Agency is now making contracts for an advertising campaign for Haines Bros. Pianos. This is new business. This agency places the Zenner Disinfectant Company's advertising, and the advertising of the Ontario Wind Engine & Pump Co., and the Aylmer Pump & Scale Co. This advertising, which has been suspended during July and August, will be resumed this month.

The Russell Motor Car Co.'s advertising is now being handled by Gagnier's Advertising Service.

N. W. Ayer & Son, of Philadelphia, are now handling the Welch Grape Juice account.

A Canadian Newspaper Directory

A census of the papers listed and described in the Canadian Newspaper Directory, of which the 1915 edition has just been issued by A. McKim, Limited, shows nearly 150 dailies, 7 tri-weeklies, 45 semi-weeklies, over 1,065 weeklies, about 40 bi-weeklies or semi-monthlies, 250 monthlies, 3 bi-monthlies and 18 quarterlies—a total of over 1,575 publications.

It is now about a quarter of a century since Mr. A. McKim published the first directory of Canadian publications. The 1915 book is the ninth edition.

Publishers' Rate Cards

PUBLISHERS will meet the wishes of many advertisers and advertising agencies if they leave the last page or back side of their rate cards quite blank—this to permit the cards being pasted on a filing card or in a book, without concealing any printed particulars.

NEWS ITEMS--MAINLY PERSONAL

GENERAL.

Lord Northcliffe, the great English newspaper owner, was 50 years old on July 15th.

The New York daily Jewish newspaper *Vorwarts* has been denied the privilege of Canadian mails, on account of its pro-German tendencies.

In normal circumstances Canada produces about 1,600 tons of news printing paper a day, of which 400 tons are used in the Dominion. The remainder of 1,200 tons is exported.

A party of fifty-three newspaper women hailing from Boston, Halifax, Montreal and New England cities, en route to the San Francisco and San Diego Fairs, spent a day in Toronto. Their trip took in Fort William, Winnipeg, Regina, Calgary, Edmonton, Prince Rupert, Seattle, Vancouver and Los Angeles.

BRITISH COLUMBIA.

Walter A. Hillam, of the Vancouver *Province* staff, spent his vacation at the San Francisco Exposition.

The *Daily Province,* Vancouver, has installed two more linotype machines. This brings the battery up to thirteen machines.

The *Evening Journal,* Vancouver, may be resurrected by Joseph Martin for the forthcoming elections.

Lyle L. Reed has left the Vancouver *World* to become the advertising manager of the Victoria *Victorian.*

Pte. James M. Brown, killed in action, worked for many years in Victoria *Free Press* composing room.

Pte. Gerald Minnis, wounded, was a former employee of The Victoria *Colonist* circulation department.

A. R. Fenwick, formerly of the Vancouver *World,* has left to become managing editor of the Everett (Wash.) *Tribune.*

George F. King, of the Dauphin, Manitoba, *Herald,* was a recent visitor in Vancouver on his way to the California Expositions.

The address of the *Industrial Progress,* Vancouver, is changed from 198 Hastings Street West, to 707 Yorkshire Building, Vancouver.

J. D. Tomkins, at one time editor of Rossland, B.C., *Miner,* has enlisted for active service with the 54th Kootenay Battalion.

Bruce Sutherland has resigned his position on the editorial staff of the Nelson, B.C., *Daily News* to enlist for active service in the Canadian Expeditionary Force. He is a son Roob Sutherland, manager of *The News,* and is the ninth member of the staff of that paper to enlist for active service.

Mr. George H. Murray, editor of the Greater Vancouver *Chinook,* was charged in the police court with criminal libel by George Miller, head waiter at the Strand cafe. The alleged libel was contained in an article which Mr. Murray is alleged to have published in the *Chinook,* in which, it is claimed, he referred to Mr. Miller as being a German, and it is asserted imputed unpatriotic motives to him, in not having the National Anthem played by the orchestra. The case was adjourned.

The *Saturday Sunset* on July 17 suspended publication. This weekly was established some years ago by Messrs. Ford & McConnell, who later were the principal men connected with The *Morning Sun.*

W. E. McTaggart, who for two years has been commercial editor of the *Daily Province,* has resigned to take the position of prairie markets commissioner for the British Columbia Government with headquarters at Calgary. His work will be along publicity lines generally, with the end in view of stimulating a greater consumption of B.C. fruits on the prairies. Mr. McTaggart has written much along these lines during the past few months, which came to the attention of the Department of Agriculture officials, and he was prevailed upon to accept. His predecessor, Mr. J. Forsyth Smith, was for a time editor of The Vernon (B.C.) News, has received a federal appointment to proceed to England to help sell this year's crop of Canadian apples.

ALBERTA.

The Edmonton *Journal* has been elected to membership in the American Newspaper Publishers' Association.

Twenty-four members of the Edmonton *Journal* staff have actually gone on active service.

D. Alger, formerly of Lethbridge and Darmengay, has started a new weekly in Calgary. This paper will be known as *Fair Play.*

Roy Buchanan, accountant of the Lethbridge *Herald,* has enlisted. The management of the *Herald* presented him with a cheque.

Herbert Passmore, a member of the 114th Heavy Battery of the Royal Garrison Artillery, is not dead, as reported in the press in the latter part of June.

R. F. Choate, who for the past few years has been telegraph editor of the Calgary *News-Telegram,* is returning to the United States. In recognition of the esteem in which he was held by the staff of the paper, Mr. Choates was presented with a beautiful cigaret case prior to his departure.

SASKATCHEWAN.

Oscar W. Juckes, editor of the Watrous *Post,* is on holiday.

Frank Ford, of the Moose Jaw *News,* is reported as killed in action.

The Saskatoon *Phoenix* has raised the subscription price to 10 cents a week.

W. H. G. Honeyman, editor of the Manor *Advocate,* has enlisted in the 68th Battalion.

The Moose Jaw *News* has appointed D. J. Randall, New York and Chicago, to be its foreign advertising representative.

Bert Howard, formerly of the staff of the *Evening Times,* Moose Jaw, has accepted a position with the Winnipeg *Free Press.*

J. E. O'Phelan, sporting editor of the Regina Evening *Province* and *Standard,* was a visitor in Port Arthur last month.

More than 700 men and women attended the first annual picnic of the Allied Printing Trades held last month at Regina Beach.

J. K. Falconer, formerly in charge of the circulation of the Regina *Leader,* has accepted a similar position with the Saskatoon *Phoenix.*

The Weyburn *Herald* is now publishing two issues a week. The subscription price remains at the old figure, namely, one dollar a year.

The *Saturday Press* and *Prairie Farmer,* Saskatoon, has changed from newspaper size to the size most favored by agricultural papers in Canada.

Whiskin & Stevens, proprietors of the Saskatoon East End *Enterprise,* have dissolved partnership. B. R. Whiskin remaining as publisher of the *Enterprise.*

W. D. Jordan, for the past three years librarian on the editorial staff of the *Leader,* has severed his connection with the paper in order to join the 68th Battalion.

A proposed Regina by-law, if carried, will provide for the licensing of all newsboys in the city and each licensee will be required to wear a badge for purposes of identification.

W. G. Honeyman, editor of the Manor *Advocate,* has joined the colors, having passed the necessary examinations. John H. Stuart succeeds Mr. Honeyman as editor of the *Advocate.*

The Robert Simpson Co. of Toronto, have selected Regina as the headquarters for their Western mail order business. Two blocks of property have been purchased from the city and within a year a $150,000 building will be erected to house 300 hands. The company has given a bond of $100,000 to the city.

MANITOBA.

Fred. Prince of the Winnipeg *Telegram* staff, has enlisted.

James Julius, who has worked for some of the best papers of the West, is now on the staff of the Reston *Record.*

Pte. Charles Victor Combe, a former Winnipeg journalist, is reported a prisoner in Germany. He is interned at Giessen, Germany.

Wilbur Neil Burkhardt, for the past year assistant city editor of the Chicago *Journal,* has become managing editor of the Winnipeg *Tribune.*

Pte. A. Moss is wounded and being treated in Lewisham hospital, England. Pte. Moss, previous to his going to the front, was employed by the *Free Press* as a printer.

The Winnipeg *Ruthenian-Canadian,* published weekly, skipped its issue of July 27, owing, it is stated, to the application of political pressure by those who feared its influence in the recent Manitoba elections among the Ruthenian Catholic population.

Bernard I. Goldstein, editor of the *Canadian Israelite,* Hebrew newspaper, was bound over under the sum of $500 to appear at the assize court. The court held that a prima facie case had been established in the charge of libel that was laid against him by

Harry Zeldewicz, a prominent north Winnipeg Hebrew.

John Stovel, of the Stovel Company, lithographers, Winnipeg, accompanied by Mrs. Stovel, are visiting in Regina. Mr. Stovel reports a great impetus to business in his line and he looks forward to brisker business in every line, as a result of the bright crop prospects.

Bernard I. Goldstein, editor of the *Canadian Israelite*, was placed on trial in the Winnipeg police court yesterday on a charge of libel, laid as a result of an alleged libellous article which, it is said, appeared in the columns of the newspaper of which Goldstein is editor.

ONTARIO.

Leon Treble, formerly of Exeter Times Printing Company, enlisted.

The Walkerville *Herald and Standard* is conducting a voting contest.

The Alexandria *Times* has started publication. It is published by J. A. Laurin.

Lynn Callaner and Maurice Dunkley, of the Peterborough *Examiner*, have enlisted.

Claud Pascoe, formerly of the Toronto *Star* staff, is now serving at the front.

W. R. Woodstock, of Toronto, is manager of the London *Free Press*' circulation contest.

Commencing June 18th, Petrolia *Advertiser's* publication day is Friday, a day later than heretofore.

Offers are being asked for the plant of the Finnish Publishing Co., which has suspended.

Herbert Eastbury, of the Toronto *Globe* stereotyping department, has joined the colors.

The Smith's Falls *News* has installed a new power press, new jobbing press and new folder.

The amalgamation of the two Port Arthur dailies is still being discussed by the companies concerned.

Mr. Stewart Lyon, of the Toronto *Globe* editorial staff, and Mrs. Lyon, have been visiting Duluth.

F. A. J. Davis, proprietor of the Carleton Place *Central Canadian*, was married at Duluth last month.

W. E. Smallfield, publisher of The Renfrew *Mercury*, was recently elected Mayor of his town by acclamation.

Fort William Printers, Ltd., are looking for a buyer for their plant, owing to quiet trade ever since they started.

Thos. R. Elliott, of the London *Free Press* editorial staff, was married to Miss Ina Blair Welsh, of Lurgan, Ont.

H. A. Britton is managing editor of the *Business Man and Salesman*, a new publication just issued at London.

Stratford had a successful Dollar Day on August 19th. The merchants took liberal space in the *Herald* and *Beacon*.

At a meeting of the printers of Hamilton, it was decided to organize a printers' corps in the home guard of Hamilton.

E. W. Earle, of the MacLean Publishing Co., Toronto, has enlisted and will go overseas with the 92nd Highlanders.

A. C. Wyse, London *Free Press* solicitor, received a badly injured shoulder in a motor car accident near Wingham.

H. S. Hayes, B.A., secretary of the Students' Administrative Council, has enlisted with the Canadian Field Artillery.

The Masco Company, Ltd., Toronto, selling electric motors, 60 Church street, moved on September 1st, to 93 Queen St. E.

N. A. Miller and Arthur Relyea, all valued and reliable members of the Perth *Expositor* staff, have volunteered for active service.

J. Miller Fairlie, editor of the Wiarton *Record*, is leaving Canada to join his regiment in Scotland for overseas service.

Lieutenant A. G. Donald is now attached to the 92nd Highlanders. Mr. Donald is a well-known newspaperman of Woodstock.

Mr. Robert Summers, a member of the Smith's Falls *News* staff, has enlisted and is now at Barriefield with his regiment.

R. A. McVean, of the London *Advertiser*, has left for Northern Quebec for a stay of several months on a camping expedition.

Ernest Weld, son of John Weld, manager of the London *Farmers' Advocate*, is now attached to the Toronto office of this newspaper.

A. Anderson, accountant of the Port Arthur *Daily News*, has gone to Brandon, where he has taken a position on the Brandon *Sun*.

Wilbert Ernest Braden, printing instructor of the Victoria Industrial School, Mimico, and Miss Violet Sprae Lathwell, are married.

H. R. (Hal) Gordon, a member of The Toronto *Star's* reportorial staff before enlisting in the 3rd Battalion, served through the battle of St. Julien and was singled out by his commanding officer to qualify for a commission.

J. J. King, of the Whitby *Gazette-Chronicle* staff, has gone on a motor trip to his home in Alliston, where he will spend a two weeks' holiday.

Business is still quiet in the printing department in Fort William, but advertising is a little brisker, owing to good prospects of Western crop.

James M. Cowan, city editor of the Niagara Falls (Ont.) *Review*, and Miss Ruth K. Caneen of Pottsville, N.Y., have announced their engagement.

H. L. Stewart and E. Grose, publishers of St. Mary's *Argus*, took a trip to the Western Provinces the past month, proceeding as far as Field, B.C.

O. M. Alger, proprietor of the Tweed (Ont.) *News*, has purchased the Pembroke (Ont.) *Standard*. The Tweed *News* will be in charge of Ewart Alger.

J. I. Phillips, advertising manager of the Ottawa *Free Press*, and former advertising manager of the St. Thomas *Journal*, spent his holidays in St. Thomas.

Sapper W. J. Campbell, a Hamilton newspaperman, who was a despatch rider for the Canadian Engineers, is home on leave. He was gassed at St. Julien.

Messrs. Steep and Lavelle, Toronto, representing Local 91, attended the annual convention of the International Typographical Union at Los Angeles.

B. J. Smith, a member of Stratford *Herald* mechanical staff, back in the 80's, and now of Ruston, Louisiana, was a visitor to the *Herald* office recently.

Joe Hawkins, a well-known Hamilton printer, underwent an operation at his own expense to have a crooked toe straightened out, in order that he might enlist.

The Aylmer *Express* has installed a double-decker linotype machine. By this installation The *Express* is able to handle with facility much miscellaneous job work.

Pte. Glen Nickol is back on the firing line, after the injuries of Langemarck. Pte. Nickol is a native of Wyoming, Ont., and for a time edited the Wyoming *Enterprise*.

One hundred and twenty-five of Chatham's newsies acted "back to nature" roles at a picnic at Erie Beach. They were guests of a number of local philanthropists.

The city of Port Huron, Ont., is to have its second daily paper in a short time if the plans of several capitalists are put through. The company will sell its stock in the city.

F. A. J. Davis, the new proprietor of the Carleton Place *Central Canadian*, has just taken on added responsibilities. He celebrated his annual holiday by taking unto himself a wife.

S. A. McGuire, editor of the Campbellford *Herald*, spent a few days in Wingham renewing old acquaintances. Mr. McGuire was for many years foreman in The Wingham *Times* office.

Gordon Rutledge, formerly Winnipeg manager for the MacLean Publishing Company, has been appointed manager of *Men's Wear Review*, at the head office of the company in Toronto.

The annual dual *Advertiser* picnic, attended by employees in all departments of the Advertiser Printing Company, Limited, and the Advertiser Job Printing Company, Limited, was held at the summer home of T. H. Purdom, president of both companies, at Orchard Beach.

Purdom Love, a former newspaper reporter, has turned fruit farmer, and is now beginning to put on the London market products of "Loveholme," his 32-acre fruit farm.

W. B. Waterbury, whose cartoons have appeared occasionally in St. Thomas *Times*, has sold a series called "Canuckie and Sammie," to a United States feature syndicate.

Edgar G. Cook, of Government Printing Dept., Ottawa, accompanied by Mrs. Cook, sons and daughter spent three weeks' camping holiday at Wallace Island, near Gananoque.

C. H. Hahndorf has severed his connection from the firm of Hahndorf & Brewer, printers, Toronto. In future the business will be carried on under the name of C. B. Brewer & Co.

Charlie Cavers, formerly editor of the Toronto *Sunday World*, and more recently with the Montreal *Herald* and Montreal *Standard*, has enlisted in Montreal for overseas service.

H. P. Moore, editor of the Acton *Free Press*, has just completed thirty-seven years of continuous editorial service. His record and the paper he produces are both matters of congratulation.

Mr. James Frank, the fifth employe of the Times Printing Company to enlist for overseas service, was the recipient of a wrist watch suitably engraved, as a token of favor from his associates.

H. F. Weld, who has been connected with the Toronto office of the London *Farmer's Advocate*, has gone to Winnipeg to act in the capacity of advertising manager of the Winnipeg *Farmer's Advocate*.

J. C. Little, editor and proprietor of Teeswater *News*, has enlisted for overseas service, and his place is to be taken by Miss M. L. Fairbairn, whose father was at one time proprietor of the *News*.

W. W. Pittard, editor of the Almonte *Times*, is one of the party stalwarts in the running for the Registrarship of North Lanark, rendered vacant by the resignation of Dr. P. C. McGregor, owing to ill-health.

W. H. Davis, proprietor of the Beeton *World*, spent a week with his parents at Mitchell, Ont. Mr. Davis suspended the publication of his paper for one week in order to give his employees and himself a holiday.

Frederick A. Trestrail, for the past five years associated with the staff of the John F. Murray Advertising Company, of Brooklyn, has been appointed advertising man-

ager of the Williams Piano Company, of Oshawa, Ont.

An addition, 26 x 52, is being built to the Renfrew *Mercury* office, to get more of the mechanical operations on the ground floor, and to accommodate some additional machinery which Smallfield junior has been selecting in Toronto.

James Rogers, for the past seven years with the E. T. Wright Company, Hamilton, has joined the editorial staff of *Canadian Machinery*. His fellow-employes tendered him a formal farewell and presented to him a fountain pen and a club bag.

General Organizer W. A. Vickery, Pressmen's organizer of the I.P.P. and A.U., was in Toronto recently after a very successful organization trip in the vicinity of Grand Rapids. Mr. Vickery stated that the organization is making splendid progress.

J. C. Little, editor and proprietor of the Teeswater *News*, has enlisted for overseas service. During his absence his place will be taken by Miss L. M. Fairbairn, whose father was at one time proprietor of the *News*.

The employees of the Ottawa Evening *Journal* have held their First Annual Picnic. A great deal of interest was created by a Journal Picnic Extra, which had been printed for the occasion and circulated on the picnic grounds.

Lightning struck the flag pole on the tower of the St. Thomas *Journal* printing building, shattering it, and tearing a hole in the slate roof of the tower. The *Journal* building was struck with lightning some twelve years ago.

A. E. Bradwin, new proprietor of Sarnia *Post*, in an introductory announcement, states that an effort will be made to supply local and district news, and that in matters political and religious the paper will take an independent stand.

Thomas R. Elliott, of London *Free Press* editorial staff, was married on August 18th, at Lurgan, Bruce County, to Miss Ina B. Welsh, daughter of Mr. Matthew Welsh, of that place, and is now on a honeymoon vacation in Toronto and elsewhere.

James Annand, formerly on the advertising staff of the Toronto *Daily Star*, has been promoted to the rank of lieutenant. He was present at the battle of Ypres, taking part with the 15th Battalion in the St. Julien engagement, where he was badly gassed.

Fred M. Glennon, many years ago employed as a boy in London *Advertiser* newsroom, was a visitor in London recently, with his wife and family. He is connected with a prosperous printing and bookbinding business in Chicago, and came over by motor car.

The Thorold *Post* is now running its mechanical equipment by electricity. Electricity will also be employed to heat the building. The office is equipped with three motors, and is lighted with current of its own generating. A 100-lamp electric sign is another feature.

The Ottawa *Free Press* has lost both its city and telegraph editors, both having responded to their country's call. Frank Phillips, city editor, formerly of Montreal, has been appointed lieutenant in the 77th, while Gilbert Gates, telegraph editor, fills a similar rank in the 59th.

F. B. Allen, of Port Arthur, president of the Manitoba and Saskatchewan division of the Canadian Press Association, was formerly proprietor of the Port Arthur *Chronicle*, which he sold to its present proprietors, and is not at present in newspaper work. He is on the lookout for the purchase of a good weekly in this section of Ontario.

Ewen Nichol, formerly a newspaperman in London, Ont., and Cobalt, has enlisted, and is now in camp at Niagara.

Carleton C. Green, formerly of the Cobalt *Daily Nugget*, is in camp at Niagara in command of a section from the Temiskaming district.

Private C. R. Lemon who was wounded in a battle near Ypres, was a compositor and at one time an employee of the Walkerville *Herald*.

Sir Sam Hughes, newly knighted, Canadian Minister of Militia, was editor and proprietor of the *Victoria Warder*, Lindsay, from 1885 to 1897.

Word received in London by the parents of Corporal Harry Atkinson, a former newspaper man there, and wounded in France, is to the effect that he is recovering nicely.

type-setting machine.

At a meeting of the Hamilton Printers' Company of the Home Guards, it was announced that already ninety-three men from the Home Guards had donned the King's uniform.

Mr. James Mitchell, for many years editor Goderich *Star*, is visiting Western Ontario points collecting documents and other historical data for the Dominion Archives Department. He was a London visitor during the week of June 14.

The *Catholic Register* plant, Toronto, will be moved to the new Roman Catholic building on Bond Street where the Separate School Board has taken up its offices. Four rooms in the building are to be used for school purposes, and the manual training and science centres will be located there.

On August 1st, W. H. Kerr celebrated the 35th anniversary of his assuming control of the Brussels *Post*. The *Post* was bought by him 35 years ago from McGillicuddy Bros. Like many of the rural weeklies of Western Ontario, the Brussels *Post* was founded in the early seventies.

Canadian Forward is now the name of the paper known as *Cotton's Weekly*, formerly published by W. U. Cotton, Cowansville, Que., and now published at Leaside Junction, Toronto. *Canadian Forward* will continue to be a newspaper of Socialistic news, views and doctrines. The new editor and publisher is A. W. Mance.

Guelph newspapers have sent to the front, from editorial or mechanical departments of the *Mercury* and *Herald*: Major Wm. Simpson, Sergt. Alex. Anderson, Gunner John Fisher, Ranald McDonald, Leonard McElroy, Dave Murphy, William Ryde, Lorne Greenaway, Arthur Webster, William Grey, John McQuillan, Lieut. Hugh Black and Trumpeter Herb. Philp.

Rev. Dr. Burke, president of the Roman Catholic Church Extension Society, and editor of the *Catholic Register*, will leave shortly for England and will join the Second Canadian Division as chaplain. He has been elevated by Rome to the dignity of Prothonotary Apostolic, next in degree to the Episcopate. This entitles him to the title Monsignor.

B. J. Rae, for many years manager of the Job Department at the Woodstock *Sentinel-Review* office, is severing his connection with the company. Mr. Rae was presented by his fellow employes in the office, with a handsome gold watch, suitably inscribed. Mr. Rae is leaving shortly in order to start a printing establishment on his own account.

Chas. W. Wilson, who for six years handled the advertising department of the Fort William *Times-Journal*, but who two years ago resigned to enter the retail field, has resumed his old position.

J. E. Jones, until recently advertising manager of the Niagara Falls, Ont., *Daily Record*, has decided to take up a homestead in Northern Ontario. For a short time he will live in a tent. This will be followed by the regulation log cabin.

Fred I. Taylor, a reader in the proof-room of The Toronto *Mail and Empire*, was the recipient last night of a handsome wrist watch from his fellow employes of the composing room on the occasion of his leaving the staff to join the 3rd Overseas University Company. Mr. Taylor, who had completed his second year at Trinity College, has been on the staff of the *Mail and Empire* for the past nine months. He is an Englishman by birth.

H. B. Guest, a well-known newspaper correspondent and a member of the parliamentary press gallery at Ottawa, has returned from a visit to France and Great Britain. Mr. Guest states that the London *Times* gave much prominence to the Ottawa *Journal's* defence of its attitude in respect to shortage of munitions and the secretive methods of the War Office. The *Times* referred to the *Journal* as "the leading political paper in Canada."

London *Free Press* recently landed exclusively four of the largest accounts put out this year from national advertisers. "Business is holding up well," Mr. H. B. Muir, advertising manager of the *Free Press* stated. "In fact we have never suffered as papers in other districts are reported to have done, and foreign business is coming back in a remarkable way, due to the fact that Western Ontario, as shown by the bank statements, etc., is the best and most profitable district in Canada to-day, and national advertisers in the United States and Canada, and even Great Britain, are realizing that, as a result of promotion work on the part of the *Free Press*."

The Windsor *Record* was the first paper in Canada to give a trip contest such as the one recently concluded, by which ten ladies were taken on a three weeks' visit to the World's Fair and the Canadian northwest, and ten more on a complimentary outing to Buffalo, New York, Niagara Falls and Toronto. The *Record* has held five contests in all, the winners and invited guests having been taken to Montreal the first time, Muskoka, Soo and Mackinac on the second, Florida on the third and Bermuda on the fourth. When all the entries are made The *Record*, it is expected, will have a paid-up daily circulation of 10,000 and about 2,000 weekly.

William O'Reilly, Toronto contractor, is suing J. Ross Robertson, proprietor of the *Evening Telegram*, for $50,000 damages for alleged libel. The alleged libel, he claims, was published in the Telegram's issue of June 29, in its despatch from its New York correspondent relating to the trial and sentencing of Frederick Gondorf, the notorious confidence man, swindler, and head of the Gondorf, band of wire-tappers, at which trial Mr. O'Reilly was a witness. The headlines of the article read: "Knew It Was a Swindle, Toronto Man Excoriated, Court Says William O'Reilly Is Nearly As Guilty As Gondorf, Who Fleeced Him Out of $17,000." The *Telegram* claims that it was simply discharging its duty as a news-

paper in publishing this report of the trial. The despatch, it says, was received and published in the ordinary course of news, without malice, and in the public interest.

QUEBEC.

Louis Larivee is now with the Montreal *News*.

Edward Laberg, editor of *Le Spectateur*, Hull, attended the Pan-Pacific Exposition.

The next issue of *World Wide*, Montreal, will have a cover in two colors for the first time.

Miss Roberts, assistant society editor of the Montreal *Gazette*, has gone to England for a holiday.

Miss Patricia Hoey has returned from England, and is again on the staff of the Montreal *Star*.

A new weekly paper of a chatty nature called *The Budget*, made its appearance in Montreal recently.

Matthew Hosie, on the Montreal *Witness* printing staff, has joined the R.A.M.C., and has gone to Valcartier.

Irving Johnston, financial editor of the Montreal *Herald*, has obtained a provisional lieutenancy in the Grenadier Guards.

F. B. Edwards, sporting editor of the Montreal *Evening News*, and family, have been spending his holidays at Como, Que.

Victor Cavers, son of Chas. Cavers, a former well known newspaperman, has joined the Montreal *News* staff.

C. Gordonsmith, managing editor of the Montreal *Herald*, and Mrs. Gordonsmith have been visiting in Belleville, Ont.

W. E. Collier, formerly of the Montreal *Gazette*, and recently on the staff of the Montreal *Mail*, has secured a commission in the 60th. Regiment.

Abel Vineberg has joined the staff of the *Gazette*. C. Gordonsmith, managing editor of the Montreal *Herald*, is holidaying at Atlantic City.

C. F. Charbonneau is a new member of the Montreal *Mail* staff. Michael Hargadon, an Irish newspaperman, has joined the staff of the Montreal *Mail*.

Oscar P. Brown, well known in Montreal newspaper circles, is wounded and in a German hospital. He is a brother of Corp. Hal. Brown, also serving at the front.

John C. Armstrong, city editor of the Montreal *Herald*, has accepted the city editorship of the Ottawa *Free Press*, succeeding Frank Phillips, who is going to the front as an officer.

A new weekly newspaper called the *North End Bulletin*, has made its appearance in The Annex, Montreal. It is published at 1695 Clarke Street, Montreal, and is sold for a cent per copy.

Harold Stephenson, lately editor and business manager of the Lowville (N.Y.) *Herald*, has joined the advertising department of the Montreal *Daily Mail* and *Evening News*.

Lieut. W. J. Donovan, a former well known Quebec printer, has enlisted for overseas service. Lt. Donovan saw service in South Africa, and was particularly well known in Quebec athletic circles.

Thomas Jarrett, formerly of the *Evening Review*, Portage La Prairie, Man., is now on the night staff of the Montreal *Mail*. He formerly owned the *Northern Post*, The Pas, Man., which was discontinued owing to the manager leaving for the front.

J. A. Fortier, a former President of the Parliamentary Press Gallery, and for many years the Ottawa correspondent of *La Patrie*, Montreal, has been appointed censor of the French press during the war and assistant to Major Ernest Chambers, the chief censor.

As the result of a campaign started by the Quebec *Chronicle* to purchase machine guns for the second battalion C.E.F. of which Lieutenant Colonel David Watson, proprietor and managing director of the *Chronicle*, is commanding officer, the money for thirty such guns has been raised in a few days.

Herbert T. Meldrum, of the Canadian Manufacturers' Association, who has secured an important post in London, Eng., in connection with war orders placed in this country, was formerly on the Montreal *Star* reporting staff, and is a brother of Miss Margaret Meldrum, society editor of the Montreal *Gazette*.

Charles W. Cavers, a well known Canadian newspaper man, for some years on the staff of the Toronto *World*, and later editor of the defunct Sunday edition of the Montreal *Herald*, and still later editor of the Montreal *Standard*, has enlisted in the 60th Regiment, Montreal, now being formed for overseas service.

The Granby *Leader-Mail* Press is soliciting the heavy linotpye composition of neighboring towns, stating that it will be more profitable to printers to have the work done in Granby than in Montreal. The *Leader-Mail* claims to be the only printing office in the Eastern Townships licensed to use the Chicago lino-tabular system for producing forms ruled and printed in one operation.

Lieut. Col. David Watson, of Quebec, who has been commander of the 2nd battalion in the first contingent, will succeed Colonel Landry. Colonel David Watson is the proprietor of the Quebec *Chronicle*, rising from newsboy on that paper. He was mentioned in dispatches after the battle of St. Julien. In last month's issue of *Printer and Publisher*, it was stated that Col. Watson was reported as missing. Fortunately, better news has been received.

Lieutenant Ghewy was a former member of the Quebec *Telegraph* editorial staff, and of the old Montreal *Witness* reporting staff, and on the formation of the 57th Regiment, joined the unit as sergeant. Within a few weeks, Sergt. Ghewy gained promotion to the rank of Sergt.-Major, and his untiring efforts on behalf of his Battalion have earned him further promotion, with the result that he is now Lieutenant.

Le Petit Journal is the name of a new French evening paper, published in Montreal. This paper will be run in conjunction with *Le Reveil*, which is edited by Tancrid Marcil. This new paper will be issued at 7 p.m. daily and will make a feature of selections from the editorials of the afternoon daily papers.

MARITIME PROVINCES

C. F. Trueman has joined the staff of the St. John *Globe*.

Moir's Ltd., have just installed an up-to-date bronzing machine.

J. S. Boyd, editor of the Moncton *Times*, spent his vacation in Charlottetown.

Business is very slack is the report from *Printer and Publisher*'s Yarmouth correspondent.

Job printing in Halifax is rather quiet just now. The binderies, however, keep fairly busy.

Congratulations are being tendered to John F. Ross (The Ross Print) on the announcement of his engagement.

R. Hoe & Co., New York, have installed one of their thirty-two page tubular plate presses in the office of the Halifax *Herald*.

Ed. C. Merritt, advertising manager of the Fredericton *Daily Mail*, was in Charlottetown recently on a combined business and vacation visit.

The Executive Committee of the Halifax Typographical Union, No. 130, waited upon their President, James R. Theakston, who has enlisted for service overseas, and presented him with a wrist watch.

Captain (Rev.) Dr. J. H. Macdonald, formerly editor of the Maritime Baptist, has gone to the Dardanelles with the British expeditionary force. He will be chaplain to the Canadian Hospital Corps.

W. F. Williams, formerly of different United States newspapers, has joined the staff of the St. John *Standard*, as city editor. Cecil Markham is a recent addition to the reportorial staff of that journal.

A 120-line single column advertisement in the Halifax *Evening Mail* of pineapples resulted in the sale of 1,570 pineapples in five hours—at the rate of 5 a minute! This was the second sale the advertiser had held within a week.

The local newspapers of St. John were to the fore in aiding recruiting. Each of them carried large display advertisements. They also were material factors in the success of Self-Denial Day when more than $4,000 was raised for the Belgians.

J. L. Stewart, M.P.P., editor of the Chatham *World*, attended the session of the Oddfellows' Grand Lodge of the Maritime Provinces at Charlottetown. He is a Past Grand Master of the jurisdiction. He was chairman of the committee on Judiciary and Appeals.

Harry B. Kidd, of the stereotyping department of the Halifax *Herald* and the Evening *Mail*, has volunteered. Private Kidd goes to the front with the assurance that on his return from the war, there will be a life-long job for him on the Halifax *Herald* and the Evening *Mail*.

N. J. Wootten, a local business man, has purchased the *Victoria County News*, Perth, N.B. J. F. Breckon, a Toronto newspaper man, is editor The offices of the *News* have been renovated, new type and equipment have been purchased and the job printing department has been enlarged.

S. R. Frame, for many years with the Royal Print & Litho., Ltd., has resigned, to accept a position with G. S. Campbell & Co.

C. C. Avard, of the Amherst *Guardian*, reports that the *Guardian* is meeting with great success, both in the town of Amherst as well as the county of Cumberland.

James J. Anslow, a veteran newspaper man and for many years associated with his brother in the publication of the Newcastle, N.B., *Union Advocate*, was in Newcastle renewing old acquaintances. In July, 1914, Mr. Anslow transferred the Hants *Journal* business in Windsor, to his son Harold, and is now enjoying a needed rest after spending fifty-eight years steadily in the newspaper business.

E. S. Carter, opposition organizer, who requested Royal Commissioner Chandler to investigate certain facts in connection with the payment of large sums of money by liquor dealers licensed by the Government at a time when legislation affecting their interests was under consideration, has notified the St. John Standard Limited, which publishes the *Standard* newspaper, that he complains of certain statements commenting on his request and published by them as libellous. Under the libel law a newspaper has five days after service of notice to withdraw the language used and make an acceptable apology, which does not mean discontinuance of the suit, but may serve to lessen the verdict for damages.

J. A. Wall, K.C., of Antigonish, N.S., is to take up the editorship of The *Catholic Register*, in succession to Rev. Dr. Burke, who has been appointed chaplain to the Canadian Overseas Contingent. Mr. Wall has for many years practised as a barrister in Nova Scotia, his native province, but had also been engaged in journalism, having edited The Antigonish *Casket* for some years. Mr. Wall is a layman of wide ecclesiastical knowledge and refined literary tastes. He is taking up his residence in Toronto immediately.

Dundas Henderson, with the Canadian Advertising Agency of Montreal, is quoted as saying of Nova Scotia: "This is the time for Nova Scotia to make a killing. The Maritime Provinces are a revelation to me and would be a revelation to the people of the United States if they were to see them. You have absolutely the most prosperous section of Canada and the time is ripe to extend that prosperity. I believe if your towns and municipalities would join together and do some advertising they would do wonders for the Provinces. Make your prosperity known. Capital will come where there is prosperity." Regarding the City of Halifax, Mr. Henderson judged its future prosperity assured. "Judging from my own business," he said, "I feel the conditions here are of the very best. I have already found them far ahead of any other section of the Dominion."

NEWFOUNDLAND.

H. Y. Mott, of the editorial staff of the St. John's *Daily News*, is making a tour of the south-west coast of Newfoundland. He is being accompanied by Mrs. Mott and daughter.

Several of the Newfoundland newspapers have opened their columns for the discussion of the question of prohibition, which goes to the country for plebiscite the coming fall. Some of the newspapers have also offered the use of their columns for the open discussion of confederation of Newfoundland with Canada.

There has been considerable increase in the placement of advertising with the Newfoundland papers of late; in fact, it appears that the war has affected this field very little in that respect. Job printing, too, seems to be offering well, and many offices have been enabled to maintain full staffs.

Eleven per cent. is the total importation taxes levied at present on all printing machinery, types, and other furniture for printing offices, imported into Newfoundland. Before the outbreak of the war those goods were admitted free of customs duties. On printed stationery and advertising matter the customs duties are sixty per cent. on imported stock.

J. D. S. Barrett, who spent the past winter at Twillingate, has gone to Western Canada to look after some newspaper interests which he has out there. On his way west Mr. Barrett stopped off at Curling, and spent a few days with his brother, the manager of the *Western Star*. While at Curling Mr. Barret joined the army of benedicts. The wedding took place at the residence of Mr. A. L. Barrett, manager of the *Western Star*, during the closing hours of July.

Effort is being made at present in Canada among the various paper manufacturers to capture more of the Newfoundland trade. *Printer and Publisher's* correspondent suggests that with their samples they should likewise submit prices, as some other paper houses do, for nothing short of the fullest information will suffice, and the price is a very important item of consideration in these days, when buying stock for the printing trade as well as for any other business.

The Dead

Edward McDonald, printer, Berlin, is dead.

Thomas T. L. Tipton, of Dunnville, Ont., is dead. He was formerly editor of the Dunnville *Independent*, and later of the Haldimand *Tribune*.

Fred Moyse, a member of The Toronto *Globe's* stereotyping staff, was drowned in Lake Ontario when the boat he and his brother were rowing capsized.

Ex-Alderman William McAndrew died suddenly in Hamilton, his home, in his sixtieth year. For many years he had been connected with the civic works and waterworks departments. Formerly he was a printer, and was for several years foreman of the *Herald* news room.

WM. A. MOORE.

William A. Moore, one of Stratford's best known business men, and local manager of the Canadian Railway News Company, is dead.

EDDIE MULLENS

Eddie Mullens, for nine years a member of the *Mail and Empire* staff, is dead. Mr. Mullens was 31 years of age, and was a native of Sherbrooke, Que.

PRESS INVENTOR DEAD

The death of Edward Hett, inventor of the multi-color printing press, has been announced at his home in Staten Island. He was born in Chicago forty-eight years ago, but went to New York when in his 'teens.

SAMUEL HERBERT CLEGG

Samuel Herbert Clegg, formerly city editor of the Evening *Times*, after a lingering illness extending over two years and a half, died in Rochdale, Lancashire, England. Deceased came to Canada slightly over four years ago, locating first in Northern Ontario, and then for a short time with the Winnipeg *Telegram*, going from that city to Moose Jaw in September of 1911. Last August he was compelled to give up his position and returned to his home in England.

JOSEPH H. DOUGLAS

Joseph H. Douglas, Mayor of Amherst, N.S., and Secretary-Treasurer of the *News* and *Sentinel*, is dead, at age 40, from pneumonia. In his younger manhood he took a keen interest in athletics. He was closely associated with Amherst's industrial advancement, being a director of the Nova Scotia Carriages Limited, as well as being connected with other industries in that town. Early this year he was elected president of the Maritime Forward Movement and the success of that convention was largely due to his organizing ability.

A. L. LANCE

A. L. Lance, formerly editor of the Richmond *Times-Guardian*, is dead from a paralytic stroke. The late editor had just announced in the issue previous to his seizure that he was about to retire and take a well-earned rest. He had many friends among newspapermen in the Eastern Townships.

The late A. L. Lance had been connected with journalism for thirty-seven years. In 1878 Mr. Lance established the Bedford *Times*, and the *Record*, of Stanbridge East, in 1885. In the following year he moved to Richmond, having acquired the *Times* there. When the late Mr. Jones, of the *Guardian*, retired in 1909, Mr. Lance acquired that paper and amalgamated the two publications. He took an active interest in the E. T. Press Association, having been president in 1897 and for several successive years.

J. A. RITTINGER

John A. Rittinger died at his home in Berlin.

The late Mr. Rittinger was in his 61st year. He learned the printing trade with the firm of Rittinger & Motz, after which he spent several years at Guelph, Toronto, Buffalo and Chicago. In 1875 he acquired an interest in the Ontario *Glocke*, published at Walkerton. For twenty-nine years he conducted this paper and became known throughout the counties of Bruce and Grey as the "Glockenmann." In July of 1904 the Ontario *Glocke* was combined with the Berliner *Journal*, and Mr. Rittinger returned to his native city and joined the firm of Rittinger & Motz.

The deceased was widely known as a writer and journalist, and his opinions on the public issues of the day exercised a wide influence. He was the author of the Joe Klotzkopp letter, which enjoyed great popularity.

JOHN W. HARPER

The death in August of John W. Harper, the last survivor of Harper & Brothers, book and magazine publishers and printers, brings up many reminiscences of the family and their publishing house, of which J. Pierpont Morgan wrote at the time the concern was in financial difficulties in 1899: "The downfall of the house of Harper & Brothers would be a national calamity."

John Wesley Harper, who became president of the firm in 1897, was a son of John Harper, who with his brother, James Harper, founded Harper & Brothers in 1817. He was born in New York and was one of four brothers. The others were James, Joseph and Fletcher Harper, the last of whom died in 1877. He entered the employment of the publishing house in 1869. Under his direction the scope of the firm's business became so broad that when he became its president it was said to be the greatest in the world.

The history of Harper & Brothers is the history of the Harper family. Until 1833 all the publications issued by the firm bore the imprint of "J. and J. Harper." Then the name Harper & Brothers was adopted. In 1850 the firm started in the magazine field, then in its infancy. This was followed by "Harper's Weekly" in 1857, and then came "Harper's Bazaar" and the "Round Table," which was discontinued in the late nineties.

The old Harper Building, which was erected after the firm had been burned out in 1853, fronts on Pearl street, under the shadow of the Brooklyn Bridge. This is said to have been the first steel structure building in this country and was an object of interest for many years, in fact, until the skyscraper period began. The printing establishment is still conducted there.

In those days the building was considered one of the sights of the city, and visitors were often shown through it.

After the failure of Harper & Brothers in 1899, Mr. Harper retired from the publishing business, and Colonel George Harvey became president. He lived quietly at his home, 45 East Eighty-second street, New York, and was seen now and then at the University and Century Clubs, of which he was a member.

PRINTERDOM

CONCERNING COLORED PAPERS

The Canada Paper Co. has issued the following statement: Owing to the impossibility of getting some of the Aniline dyes, which have their origin in Europe, we have had to change our formulae to produce certain colors. This may affect the sensitiveness of such colors, where the paper is used for special purposes such as, where exposed to strong light; where subject to the fumes of ammonia, alkali, and chemicals of various kinds. We therefore cannot guarantee the color of papers used for special purposes, unless arranged for beforehand. We trust to have your co-operation in this matter for our mutual benefit.

AGREE FOR ANOTHER YEAR

Peace will continue for another year between the printers and their employers in Toronto. At a special mass meeting, held at the Labor Temple last month, the report of the arbitrators was adopted. They recommended that the men continue to work for another year at the old rate, which is $21 per week for afternoon men and $23 per week for night men. They will receive time and a half for overtime and double time for Sundays and holidays.

They have also obtained the right to establish a scale of wages for apprentices in their third year. The rate will be $7 per week for the third year and an increase every six months after, until they become journeymen. They will also be taken into the union as junior members, without vote or voice in discussions. It was also agreed that in the future all grievances between the local union and the employers would be settled by a local board of arbitration composed of two from the union and two from the employers, and if they cannot agree, they will select the fifth man.

Three years ago the printers asked for an increase of $6 per week and they were given $2 per week. This year they asked for an increase of $3, but agreed on the old scale for another year.

ENGLISH PRICES ON ELECTROS AND STEREOS

Eyre & Spottiswoode, electrotypers, London, England, have issued the following announcement:

An advance in the selling prices of electros and stereos is imperative.

Material has advanced 29 per cent.

Labor has advanced 10 per cent.

The skilled labor we employed has been depleted by the desire of men to serve our country. Consequently overtime has to be worked, which means extra hour cost. Owing to the great increase in the cost of production we have for many months been carrying on our business without any profit whatever.

We have endeavored to keep up service to the requirements of our patrons, but this has sometimes been impossible owing to labor and transportation difficulties.

The increase we are now asking you to pay is intended to be only temporary. For that reason there will be no alteration in basis prices, but the increase will be by percentage added to each invoice.

Commencing August 3, and until further notice, all invoices will have 20 per cent. added.

NEW ELECTRIC LINOTYPE POT

The Cutler-Hammer electric Linotype pot is a new application of electricity which is arousing an unusual amount of interest in the printing trade, and a 16-page booklet, thoroughly describing and illustrating the electric pot has just been issued. Briefly stated, the points claimed for this new equipment are that it does not overheat the metal, produces solid, sharp slugs, eliminates ventilating systems, and that it has a close and simple automatic temperature regulation. It is applicable to all linotypes.

A copy of the descriptive booklet will be sent to all applying for it to Canadian Linotype, Ltd., Toronto.

PULP AND PAPER MERGER

Widespread interest is being taken throughout Canada and the North-eastern States in the proposed merger of pulp and paper companies which has for its chief object the development of paper manufacturing plants dependent upon Canadian pulp, and located at points close to the large news print consuming centres of the Northern and Eastern States. The president of the North American Pulp & Paper Company, by which name the merger is known, is Mr. J. E. A. Dubuc, who has been working upon the proposition for many months past. The chief object to be obtained is the improvement of the service furnished by mills to the consumers of news print. It is estimated that the efficiency of this service can be increased in some cases many hundred per cent., simply by establishing economically operated mills in the neighborhood of the large publishing companies. In the past it has been customary to believe that a news mill should be located far from the centres of consumption in some forest so that the wood for the manufacture of sulphite and mechanical pulp will be convenient to the plant. The result has been many exasperating and expensive delays in furnishing the requisite supplies to the press-rooms.

The proposed merger calls for the construction of a number of paper mills close to the centre of consumption, all accessible by water, by means of which mechanical pulp and sulphite may be imported from Canada to supply the mills with their raw materials. Water transportation will provide the lowest freightage from the pulp mill to the news plant and the news plant will thus be in the "back yard" of the publisher. The timberlands controlled by the merger are of great extent, comprising freehold and Crown licenses for about 1,360,000 acres, the contents of which are estimated at about 22,000,000 cords.

TRADE SUGGESTIONS.

In one of the Weekly Letters sent out by the Montreal Printers Board of Trade, the following pertinent suggestions were made:

Delivery Quantities.—This can be regulated by a uniform allowance of over which should be laid out on every job, according to the different operations. This is not experimental, but is based on years of actual experience. These allowances will eliminate the complaints of over or under delivery. It will teach Printers when estimating to allow the exact quantity and to charge accordingly, not to buy so many reams and charge the customer the full quantity, which at times works out altogether out of proportion to the quantity required or stipulated by the customer, simply because a Printer has not the system of allowances installed in his plant, or has not the trait of exactness instilled in his plant. It is better to pay a little more for a broken ream than to force a customer to take more than required.

Uniform Specifications from Customers in Writing—When the Public require a certain work put through in the majority of cases the representaives of Printnig Plants are called in and verbal specifications are given, in most cases no two alike. It is high time that Printers who have more detail to a piece of work than any other business, demand written specifications. Architects, for example, when calling on contractors for estimates give uniform specifications to the said contractors. Quotations if given verbally, should be verified in writing, adn should be for immediate acceptance, or for a specified time as indicated by an agreement. Packing and Shipping should be charged for, or allowed when estimating.

Proofs.—When a Printer is estimating he has either by previous experience or by knowledge the peculiarities of the said firm asking for quotations, in any case ons complete proof should be allowed, with a definite charge for each extra proof if altered by the firm ordering. It has been found advantageous to both the firm ordering and the Printer, for the two concerned to go through the Copy carefully together, this in the majority of cases simplifies the work and eliminates errors, as the multiplicity of proofs is one of the profit sapping items.

Uniform Adoption of Unit Hour Costs as averaged by Plants operating Standard Cost Finding Systems, thereby bringing about of costs among Printers which will result in a uniformity of selling prices.

In this connection another circular issued by the Montreal Board of Trade is so interesting that *Printer and Publisher* reproduces its text. It bears the title: "Let Montreal do it:"

At the present moment, and for some years past, the buyers of Printing, Binding, Lithographing, Engraving, etc., have been sending their orders out of town.

You will doubtless recognize that the present time is very opportune to inaugurate and develop a patriotic movement which will mean increased employment for the workmen of our City, more business for the employers, and a greater circulation of money throughout the whole community.

It does not make any difference what kind of work it is, *Montreal can do it,* therefore, let it be done in Montreal.

Don't boast of *our wonderful diversity of industrial and commercial activities,* and then pay your money to an out-of-town concern.

We have in Montreal over two hundred printing establishments; one establishment has over twenty printing presses, and can do from the finest color-work to an edition of millions of druggists' almanacs; and then we have another concern which specializes in bookbinding, has case-making machines, and the very latest equipment to turn out their work at a minimum cost; they can handle the binding of books, from cloth to edition work, of the finest quality.

We hear much these days about the slogan "Made in Canada." We have also adopted one for our home town: "Made in Montreal." Mr. Businessman, does this mean anything to you? Is this "Made in Montreal" shibboleth only a letter-head adornment, or *do*

Have you used E. PULLAN'S
MADE IN CANADA
WASHED, STERILIZED

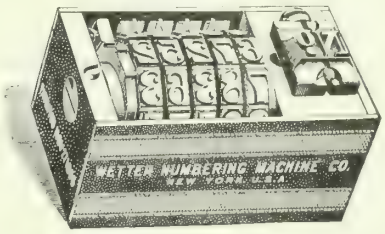
WIPING RAGS ?

Please quote on Washed and Sterilized Wipers.
Name.....
Address.....
To E. PULLAN, 20 Maud St., Toronto

Information cheerfully given. Just cut out slip and mail.

Ask for the Numbering Machine that has a Drop Cipher that will always Print Plainly: There is only one, the WETTER

OUR BOOKLET MAY INTEREST YOU: SEND FOR ONE



SOLD BY ALL DEALERS

WETTER NUMBERING MACHINE CO., 255-271 Classon Ave., Brooklyn, New York, U.S.A.

WHY let that idle press run up your costs and overhead when you may readily dispose of it through a

PRINTER & PUBLISHER
WANT AD

Two cents a word will put you in intimate touch with eighty per cent. of all your fellow printers and publishers in Canada. Send in your copy *to-day* to ensure insertion in our next issue.

you really want to see it imprinted on all the goods you buy?

Do you know that the first printing press ever set up in Canada was set up in Montreal?

Spend your money at home, and thereby help the unemployed.

We thoughtless Montrealers are constantly sending our money to other cities for merchandise and service that can be procured in Montreal. But why? Why not spend your money at home, where it will come back to you, in part at least? Ever think of that? Send it out of town, and what does the individual Montrealer or our own City get out of it?

Every job you send out of town, is a *knock* for Montreal. The firm who undertakes the work believes Montreal to be retrograde, and unable to handle its own work. Let us patronize home industry. Let us be on the level with ourselves, and be loyal to our City. It is not only printing we are speaking of—let Montreal furnish *all* your goods and your service. Montreal can do it. Give her the next chance. Instruct your purchasing department now.

TWO-COLOR ROTARY PRESS FOR EATON'S

A Hoe two-color rotary press has been installed by the T. Eaton Co., Toronto, for the printing of mail order catalogues, etc. The Eaton printing plant is one of very large capacity and its equipment is determined by the considerations of quality, efficiency and economy.

GRUMMAN NOW WITH UNIVERSAL TYPE-CASTER

Fred. C. Grumman, New York representative of the Lanston Monotype Machine Company, resigned from that company July 31st, to accept the position of sales manager offered to him by the Universal Type-Making Machine Company, of New York and Chicago.

Mr. Grumman was connected with the Monotype Company for some twelve years and has been selling monotypes since that company organized their own sales department.

Twenty-two years ago Mr. Grumman started as an apprentice boy in the composing room of the South Norwalk (Conn.) *Sentinel*, and after serving an apprenticeship of four years, came to New York, where he worked at his trade in various shops. He was employed as a compositor in the Knickerbocker Press, New Rochelle, when the first monotype was installed there about 15 years ago and was then given the opportunity to learn this machine. After becoming an expert operator he was then employed as a key-board instructor in the school which the Monotype Co. maintained in New York. He later became a traveling demonstrator for the Company and was finally promoted to the Monotype sales force shortly after it was organized. Mr. Grumman has a wide acquaintanceship in the trade, both in the East and the West, and the Universal Type-Making Machine Company are to be congratulated upon the acquisition of a man of his varied experience. He will divide his time between the Universal Company's New York office, 432 Fourth Avenue, and their Chicago office, 732 Federal Street.

C. W. PAULL TAKES UP STEWART AGENCY IN TORONTO.

C. W. Paull, well known to the printers of Ontario as a representative of Stephenson, Blake & Co., Toronto, has severed his connection with that firm, and opened up an agency in Toronto for Geo. M. Stewart, Montreal. Although it may not be generally known among the trade, Geo. M. Stewart for some time has been operating a brass foundry in connection with their warehouse in Montreal. Mr. Paull's lines will therefore include a full range of "Made-in-Canada" brass goods and supplies, as well as the complete Keystone, Hansen and Western type lines, and printers' and bookbinders' machinery. The Toronto agency will be located at 66 Temperance street.

In taking up the Stewart agency, Mr. Paull still retains his connection with United Paper Mills, as announced a few months ago.



WALTER JOHNSTON
Who comes of a family of printers and is now representing the Anglo-Canadian Type & Machinery Co., Toronto, in Western Ontario.

TYPE HOUSE CHANGES

Two important changes have recently taken place in the personnel of the Anglo-Canadian Type & Machinery Co., Toronto. J. F. Murphy, well known to the printers of Western Ontario as the company's representative, is taking over the eastern territory with headquarters at Montreal. The vacancy in the Western Ontario field will be ably filled by Walter F. Johnston. Mr. Johnston comes from a family of printers, being a son of E. W. Johnston, formerly proprietor of Clarksburg *Review*; brother of E. W. Johnston, Jr., proprietor of Bridgeburg *Review*; and nephew of the late "Josh" Johnston, known the country wide. Mr. Johnston received his training in his father's plant and with Matthew Northrop Works, Buffalo, with whom he has been for many years.

FACTS OF INTEREST TO PAPER MAKERS

Process Engineers, McGill Building, Montreal, issue a booklet entitled "Facts of Interest to Paper Makers." One chapter, "How Rosin Size is Made and Used," is written by J. A. DeCew, Chemical Engineer. A table gives the trade name, the chemical name, chemical formula, and molecular weight of chemicals used in paper-making. There is also a section of general information. Process Engineers, who are agents in Canada for J. Marx & Co., Paper Makers' Engineers, London, will be glad to forward a copy of their booklet to all asking for it.

THE LINOTYPE BULLETIN

Each of the past twelve months there has gone out to 30,000 printers THE LINOTYPE BULLETIN, a message of inspiration and achievement. Though devoted to a particular machine and its use, the bulletin has reached a high plane of general literary worth. The entertaining and instructive materials it has contained has been appreciated and assimilated by printing offices everywhere.

The July number completed the 11th Volume and brought to a close "The Story of Printing Types," as told by Horace Townsend. For the new volume, commencing with the August issue, arrangements have been made for the appearance of articles of equal value and appeal, one series being entitled "The Tale of The Printing Press."

FEDERATION OF MASTER PRINTERS

The July number of the Great Britain and Ireland Members' Circular, with costing supplement, issued by the Federation of Master Printers and Allied Trades of The United Kingdom of Great Britain and Ireland, is to hand. The contents of this issue are:

The Federation Council (apprentices.)
The War.
The Costing Supplement.
Printers' Pension Anniversary Dinner.
General Notes and News.

An article on The Imprint required by British law to be placed on practically all printed matter intended for general circulation, and responsibility for which, in the public interest, requires to be known and stated.

The president of this year's Federation is W. A. Waterlow, Esq., Waterlow Bros. & Layton, London.

A GLOBE TROTTER.

Geo. H. Flint, foreign representative of the Mergenthaler Linotype Co. of New York, was in Oshawa last month visiting. He has just come from Australia. It is 55 years since he was in Oshawa before. Mr. Flint sold the first linotype machine in Canada. He is representative at large for the company, and has travelled around the world several times in connection with his business.

AUSTRALIAN HOUSE ORGAN

Wimble's *Reminder* is described as a magazine for printers, bookbinders and allied trades, and merits the name, for it is of magazine structure, style, interest and breadth. It is however, the peculiar vehicle of the business messages of F. T. Wimble & Co., Sydney and Melbourne, typefounders and dealers in printing machinery. The last quarterly issue has been received by *Printer and Publisher*. Greetings are extended from Canada to our antipodean brethren.

SINCLAIR & VALENTINE COMPANY'S FIRE

The stock room and offices of the Sinclair & Valentine Company of Canada, 233 Richmond St. W., Toronto, were damaged by fire last month. The loss sustained is from $10,000 to $12,000. The manufacturing plant fortunately escaped, and business is going on as usual, no interruption having taken place. Requisite temporary quarters have been obtained in an adjacent building.

DUNCAN BOND

DUNCAN BOND IS expressly made for the **FRED W. HALLS PAPER COMPANY, Limited**

DUNCAN BOND is especially suitable for all kinds of Office Stationery.

DUNCAN BOND is of Fine and even Texture.

DUNCAN BOND is White and Clean.

DUNCAN BOND is Strong and Durable.

DUNCAN BOND is Made in Canada.

Write or Telephone Adelaide 1028 for Samples

The Fred W. Halls Paper Co.

LIMITED

Corner Richmond and Duncan Sts., TORONTO

NO doubt you are anxious to obtain your share of Poster Stamp work. The only way to make good in this line is to use "NON-CURLING" GUMMED PAPER for all classes of stamps. It costs very little more than the ordinary, and in printing it saves money.

Samuel Jones & Co.

Gummed Paper Makers

Bridewell Place ∴ London, Eng.

TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED

111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process for Reproducing Electrotypes from Halftones.

Our work and rapidity of service unequalled. Out-of-town customers will please note.



TRAYTON BLABER, Manager

Books on all Phases of Printing

Successful and progressive graphic-arts men are those who read books on printing.

The most complete list of such publications is published by the Inland Printer Company. This catalogue is gladly mailed inquirers on receipt of postal card. Send for a copy and select the books you need. Here are a few of the titles:

Typography of Advertisements, The. By F. J. Trezise. $2.00.

Building and Advertising a Printing Business. By Herbert H. Stalker. Cloth $1.00.

Design and Color in Printing. By F. J. Trezise. 83 pages. Paper $1.

Imposition, a Handbook for Printers. By F. J. Trezise. $1.00.

Specimen Books:
Bill Heads, 25 cents.
Cover and Title Pages, 75 cents.
Envelope Corner Cards, 25 cents.
Letter Heads, 50 cents.
Professional Cards and Tickets, 25 cents.
Programs and Menus, 50 cents.

Vest Pocket Manual of Printing. A full and concise explanation of all the technical points in the printing trade, for the use of the printer and his patrons. Neatly bound in leather, 50 cents.

Color and Its Application to Printing. By E. C. Andrews. $2.00.

Color Wheel. This chart contains eighteen colors, together with two shades and two tints of each, making in all ninety colors, shades and tints. The instruction papers accompanying the chart are written with a view of giving concise information which can be readily applied to typography. Price $1.

Human Figure, The. J. H. Vanderpoel. 49 full-page illustrations and numerous small sketches. 168 pages, 6¼ x 10, $2.

Letters and Letter Construction, with Chapters on Design and Decoration. By F. J. Trezise. 166 pages, 111 illustrations. $2.

Principles of Design, The. By E. A. Batchelder. 171 pages, cloth $3.

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FOR SALE COMPLETE JOB PRINTING outfit; used 4 months; cost $365.00; price now $175.00. E. W. Douglass, Stanley, N.B.

WANTED TO PURCHASE SMALL SECOND-hand electrotype plant. Reply, giving full particulars, to Box 1001, Printer and Publisher, Toronto.

FOR SALE NEWSPAPER AND JOB OFfice in progressive Alberta town; last month's business $250.00; new equipment; good crops. Plant, building and lot, $2,000, $800 cash. P.O. Box 52, Cereal, Alta.

REBUILT PRINTING PRESSES — SIX column quarto, $550; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

FOR SALE ONE HOE STOP CYLINDER Pony Press, in first-class condition, also one Wire Stitcher, as good as new. Having united the Thornbury and Clarksburg newspapers in one journal, we do not require the above machines. They are easily worth $750, but for a quick sale we will accept $500 spot cash for both. The press will print two six-column newspaper pages perfectly and at a high rate of speed. Apply to FAWCETT & CO., Clarksburg, Ont.

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CONTEST MANAGERS (CANADA CO. PREferred) send proposition to Box 371, Printer and Publisher.

NEWSPAPER—COUNTRY WEEKLY IN ONtario wanted. Information treated confidentially. Box 501, Printer and Publisher.

WANTED TO BUY A SMALL WEEKLY newspaper in live town, Saskatchewan. State inventory, advertising, job income and other facts to Box 375, Printer & Publisher, Toronto.

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BUSINESS CHANCES

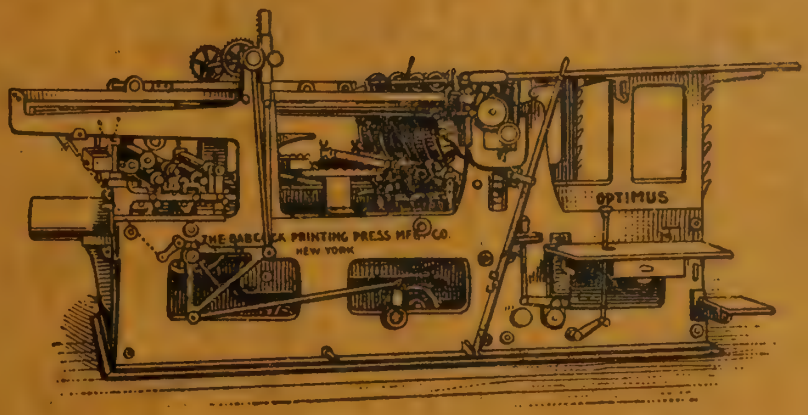
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The final test of a press is its *output*. In that, *Quality* is the first consideration and then *Quantity*. Frequently workmanship is lost sight of and too much stress is laid on *Speed*. The combination of the two, *Quality* and *Quantity*, is essential,—and that is one potent reason why you should

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The "OPTIMUS" is first of all built to turn out printing that is better than the average work of a two-revolution. Perfect Distribution, Accurate Register, Even Impression and Unequaled Speed Are Built Into

THE BABCOCK "OPTIMUS"

The principle of construction in the "OPTIMUS" gives *SPEED* without jarring or jerking, and friction is reduced to the minimum. The finest quality of printing is produced at high speed, with least possible wear and tear. The "OPTIMUS" stands up under the most unfavorable conditions.

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"The Multiple Magazine Linotype Will Do All But Think"



The Hand that Keeps the World Informed

Remarked an astonished observer. It is just that "THINK" that counts in everything. Put the same thought into machine composition that you put into hand composition and you, too, may be astonished at the quality and the great economy.

CUTLER-HAMMER ELECTRIC POT. Even heating and close, automatic temperature regulation assists in producing perfect slugs and conserving the metal. Applicable to all models of new and outstanding Linotypes.



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PRINTER & PUBLISHER *for* OCTOBER

Principles of Press Censorship
Major Ernest J. Chambers
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Proceedings of Annual Meeting of the Canadian Press Association

Two Competitions for Printers

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Dr. Talcott Williams

A Printer's Preparation for a Larger Career

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Wm. A. Thomson

The Cost of Publishing a Weekly Newspaper
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John Martin Paper Co., Limited
Winnipeg, Calgary, Edmonton

Gunn Paper Co., Limited
St. John, N.B.

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TORONTO

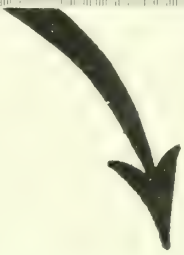


has many attractions for you, but don't miss seeing our PERMANENT MACHINERY EXHIBIT under power and in daily operation, machines never before shown in Canada.

IT WILL INCLUDE:

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The new Vanbosser Electric Mount
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The new American Folder
The new Osco Router
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And other things

ALL MONEY-MAKERS FOR YOU

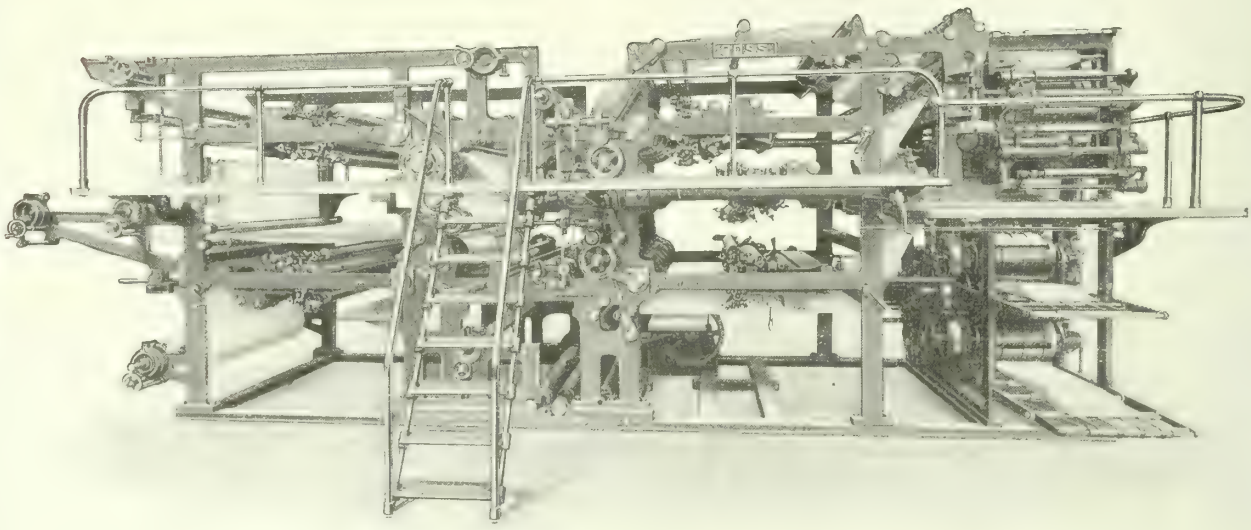


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Miller & Richard
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Mail Order Catalogue and Magazine Printers and Publishers

ATTENTION!



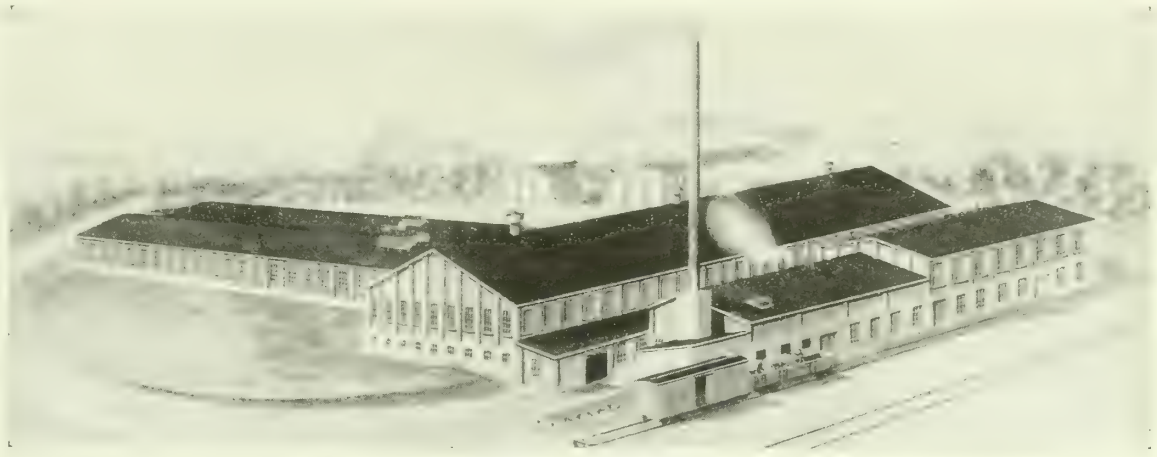
WE are pleased to announce that we have recently received contract for above type Goss Rotary Web Half-tone and Color Press from The Industrial and Technical Press, Limited, Toronto, Can.

THE GOSS PRINTING PRESS CO.

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Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

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Are Voting Contests Worth While? Here is one answer:

THE UNION ADVOCATE

ESTABLISHED 1867

J. BROWN, Managing Editor

THE MIRAMICHI PUBLISHING CO. LTD

PUBLISHERS AND PROPRIETORS

Excellent Advertising Medium
High Class Job Printing

NEWCASTLE N.B. August 28, 1915

Mr. John S. Scott,
Toronto, Ontario,

Dear Sir:-

The Miramichi Publishing Company, Limited takes this opportunity of expressing to you their appreciation of the grand success that has attended the Voting Contest for The Union Advocate, conducted by you and which has just closed.

The more than 100% increase in circulation which your systematic campaign brought to The Advocate is all we ever more than we expected when we made the contract with you, and this remarkable increase has proven to us that you are fully justified in claiming that your system of conducting will bring more business than any other system.

Our campaign has been more than satisfactory in every respect, not only to ourselves but to every worker in the Contest and to the friends of all.

Wishing you continued success in your work, we beg to remain,

Yours very truly,
THE UNION ADVOCATE

JSB/ALM.

Perhaps I can't double the circulation of your paper. Perhaps I can. Anyway, I can get all the new business there is for you in your territory. Find out about my system. Write me.

JOHN S. SCOTT

Builder of Newspaper Circulations

343 CRAWFORD STREET, TORONTO

BE AN

INTERTYPE

OPERATOR

IN SIX WEEKS

A NEW SCHOOL has been opened for ambitious young printers to become qualified operators on typesetting machines. We teach you on the latest model Intertype.

Better your position. Earn more money.

Write for circular to

MILLER & RICHARD

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MADE IN CANADA

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CANADIAN LINEN BOND

A new line to fill the demand of a high-grade sheet at a moderate price. Get samples of this new, elegant paper from your wholesaler or write us direct.

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General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

"Roberts" Typo Numbering Machines

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BEST IN THE WORLD

Cleaned in One Minute Without Removing a Screw

More than 250,000 in Use

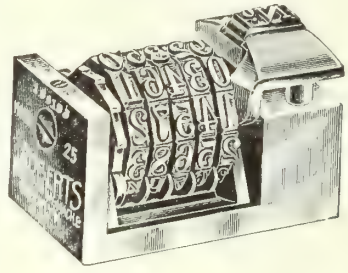
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Order One and be Convinced!

In Stock and For Sale by All Type Founders

BRANCHES:
TORONTO - - CANADA
LONDON - - ENGLAND
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The Only Typo Numbering Machine Made on the Point System.

Model No. 25



№ 12345

$5.00 Model 25 5 Wheels
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SIZE: No. 25, 5 Wheels, 64x108 points
No. 26, 6 " 64x118 "

The Best — yet the Cheapest Typo Numbering Machine Made

Both models have plungers with removable No.-slides; therefore slides engraved with any letter can be used when required, and the unnecessary expense of buying a new plunger for each and every letter is eliminated, saying nothing of the time one saves in making such changes, as all slides may be removed without taking machines from forms.

These models have the same patented features and superior construction as the machines manufactured by us under the former name of

"Bates Typographic Numbering Machines"

which should be sufficient guarantee of quality and simplicity.

Buy through our Canadian Branch and SAVE DUTY

New Address for Canadian Branch Office
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The Roberts Numbering Machine Company

696-710 Jamaica Ave. Successor to The Bates Machine Co. BROOKLYN, N. Y.

WE'RE THE MEN TO DO YOUR ENGRAVINGS.

Let us do your catalog illustrating.

We have the plant, the skill and the will to do good work.

Our work must please you in every respect or we are not satisfied. We want your trade by deserving it.

Put it up to us and have no regrets.

The Reliance ENGRAVING COMPANY
143 UNIVERSITY AVENUE, TORONTO, CAN.

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ESTABLISHED 1879

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Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS
comprises
STOCK CERTIFICATES - BONDS - DIPLOMAS
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The unusual beauty and range of colors, the perfect texture and formation of the sheet itself, and the quality of the finish characterizes Bay Path Cover as a typical high-class Paper.

These Papers are made in two finishes, **Antique and Ripple,** and in the **following colors:**

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WANT AD

Two cents a word will put you in intimate touch with eighty per cent. of all your fellow printers and publishers in Canada. Send in your copy *to-day* to ensure insertion in our next issue.

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Manufactured by Jos. E. Smyth Co., Chicago

The Smyth-National. For Edition and Catalogue Work. Adjustable Stitches. Takes work up to 15 x 16". Sews through Tapes or Super.

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Special Smyth-National No. 1. For Catalogue Work. Special arrangement for large oblong work. Sews same as New Model. Takes work up to 15 x 18".

The Smyth-National No. 4. Combination Machine for Edition, Catalogue and Blank Book Work. Makes plain Stitch in four lengths, also weaves cross Stitches in three lengths through and over Tapes. Adjustable Stitches. Takes work up to 11 x 18".

Kugler Looping Machine. For one and two-hole loop hanger work. Makes loops from 1⅝" to 8" long. Handles work up to ¾" thick, with very heavy cord.

The Martini Special. For heavy Blank Book Work. Built special in two sizes to take work up to 19 x 24" and 19 x 28".

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Buckeye Covers

These are the covers to use, if you are interested in securing maximum effectiveness with a minimum expenditure of materials and labour. Their beautiful colours, *receptive printing surface*, great toughness and remarkable embossing properties have made them the largest-selling brand of Cover Paper in the world.

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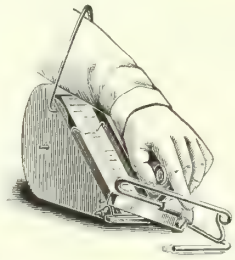
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Paper Makers for Over One Hundred and Ten Years

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MAILER

Reduces mailing expense
Efficient
Light
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Addresses (expert) 8,556 an hour
Beats them all
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Write to-day for interesting Booklet.

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"The Fashionplate of Printerdom"

The Printing Art

Established 1903

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If you will mention this advertisement and send ten cents we will mail you a specimen copy. This is a special offer and should be taken advantage of at once. The regular subscription price is $3.75 per year, or 35 cents per copy, but we make this offer that you may become acquainted with the magazine.

THE PRINTING ART
CAMBRIDGE, MASS.

Say you saw it in PRINTER & PUBLISHER.

Black Papers that ARE Really Black

Black Papers absolutely free from the slightest indication of color—every inch of surface strictly uniform.

We are Headquarters for BLACK PAPERS of Every Grade:-

Cover papers and coating papers, mat, lining and album papers, anti-tarnish needle papers, film papers absolutely opaque and flawless, black wrapping and pattern papers.

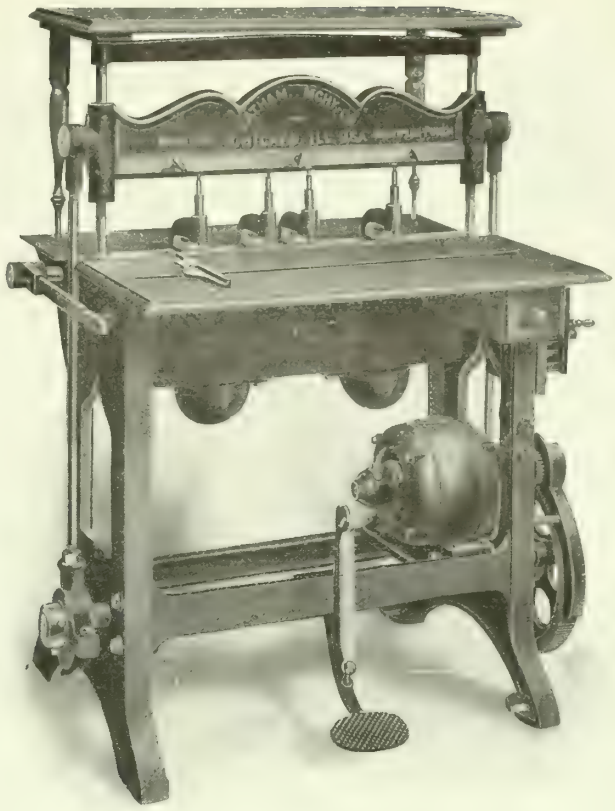
Then we make black duplex papers with white or colored backs.

We supply such papers in one-ton or carload lots, in sheets or in rolls up to 60 in. or 68 in. wide, as light as 20x25-17 lbs., and as heavy as 20x25-125 lbs.

We have samples of all grades on hand and will submit them with prices by return mail on request.

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"Monitor" Multiplex Punch

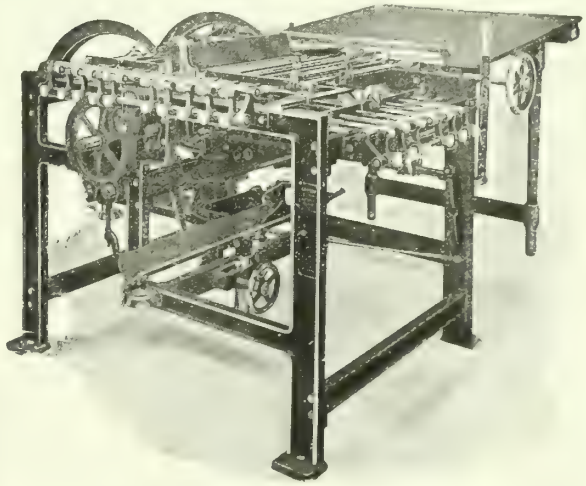
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Papers for Printers, Lithographers, Binders.

ALL KINDS

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Newspaper and Magazine Subscription Accounts Everywhere

When your subscribers fail to pay, send them to us to make your money for you. **No Collection—No Charge.**

The following letter from The Burks Falls Arrow, speaks for itself:

Burks Falls, May 7, 1915.

Canadian Mercantile Agency,
Ottawa,
Gentlemen:

Yours of the 5th inst. received and the cheque enclosed credited. Your agency has certainly done good work in collecting a lot of, what we thought, worthless accounts. We have been highly satisfied with your work and have no hesitation in recommending your agency to any of our profession.

Thanking you, we remain,
Yours truly,
THE ARROW,
per J. H. Fawcett.

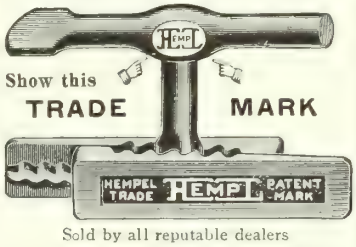
We can do as well for you. Why not send us in a trial list and get acquainted with us and our methods? It costs you nothing!

Write for terms, particulars and blank sheets to list your delinquents on.

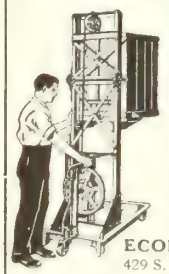
References: Many of the leading publishers and our bankers, The Bank of Ottawa.

The Canadian Mercantile Agency
Ottawa, Ont.

All GENUINE Hempel Quoins and Keys
Except the "Monarch" Quoins



Sold by all reputable dealers
Manufactured exclusively by **H. A. HEMPEL**
THE INVENTOR OF THE QUOINS
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enable one man to lift heavy boxes, bales, barrels and rolls clear to ceiling's height. Built to operate by hand, electric or pneumatic power. Portable, safe and simple.

New designs and improvements. It will pay you to get full information.

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Stephenson, Blake & Co., 60 Front St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.

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Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CUTTING MACHINES.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ELECTRIC MOTORS.
Advance Machine Works Co., 177A Canning St., Montreal.
Kimble Electric Co., Chicago.
Masco Company, Ltd., 55 Church St., Toronto.
Mainer Electric Co., Ltd., 57 Albert Street, Winnipeg, Man.

ELECTROTYPING AND STEREOTYPING.
National Electrotype & Stereotype Co., Ltd., 229 Richmond St. W., Toronto.
Toronto Electrotype & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSED SHOWCARDS.
Weise Bros., 5 to 7 Singer St., London, E.C. England.

EMBOSSING PRESSES.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

FEATURES FOR NEWSPAPERS.
International Syndicate, Baltimore, Md.

GAS AND GASOLINE ENGINES.
Goold, Shapley & Muir Co., Ltd., Brantford.
London Gas Power Co., Ltd., London, Ont

GUMMED PAPER MAKERS.
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

JOB PRESS FOUNTAINS.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Wagner Mfg. Co., Scranton, Pa.

McFARLANE, SON & HODGSON, Limited

WHOLESALE
PAPER DEALERS
AND
STATIONERS
14 ST. ALEXANDER STREET
MONTREAL

Standard Paper Mfg. Company
RICHMOND, VA., U.S.A.
Largest Exclusive Manufacturers of
BLOTTING PAPER
Plain and Coated.

"Standard," "Imperial," "Sterling" plain Blottings; "Prismatic," "Curi-Curl," "Banker's Linen Finish" Embossed Blottings.

"Royal Worcester" and "Defender" Enameled Blottings.

TICONDEROGA PULP AND PAPER CO.

Machine Finish, English Finish and Antique Finish
BOOK, MAGAZINE, COATING, LITHO-GRAPH AND MUSIC
PAPERS
Mills at Ticonderoga, N.Y.
Sales Department
Rooms 934-936, 200 Fifth Avenue, New York

ROSER'S PIGSKIN LEATHER is finished in different colors and weights, to suit individual requirements. Why not let us take care of your requirements in this line? Send us a sample of what you are now using, and we will match it.
Hermann Roser & Son, Glastonbury, Conn.

SCOOP

Supplied to Canadian publications through Toronto, without troublesome duty charges.

The International Syndicate
Features for Newspapers
Est'd 1899 BALTIMORE, MD.

GOOLD, SHAPLEY & MUIR CO., Limited
BRANTFORD, ONT.
Winnipeg, Man. Calgary, Alta.
Regina, Sask.

Manufacturers of High-Grade Gas and Gasoline Engines

Buyers' Guide

JOB PRESS GAUGES.

Megill, Ed., 60 Duane St., New York City.

JOB STICKS.

H. B. Rouse & Co., Chicago, Ill.

LEATHER PAPERS.

Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

LOOSELEAF BINDERS.

Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., Adelaide and Spadina, Toronto.

Dick, Rev. Robert Estate, 137 West Tupper St., Buffalo, N.Y.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Wing, Chauncey, Greenfield, Mass

NUMBERING MACHINES.

American Numbering Machine Co., 224-226 Sheppherd Ave., Brooklyn, N.Y.

Roberts Numbering Machine Co., 110-112 Church St., Toronto.

Wetter Numbering Machine Co., 333 Classon Ave., New York.

PAPER MANUFACTURERS AND DEALERS.

Beckett Paper Co., Hamilton, Ohio.

Brown Bros., Ltd., Simcoe and Pearl Streets, Toronto.

Buntin, Gillies & Co., Ltd., Hamilton, Ont.

Barber Paper & Coating Mills, Ltd., Georgetown, Ont.

Canada Paper Co., 112 Bay St., Toronto.

Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.

Halls, Fred W., Paper Co., cor. Duncan and Richmond Sts., Toronto, Ont.

Ideal Coated Paper Co., Brookfield, Mass.

Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

McFarlane, Son & Hodgson, Montreal, Que

National Paper Co., Limited, Valleyfield, Que., Toronto, Ont., and Montreal, Que.

Niagara Paper Mills, Lockport, N.Y.

Rolland Paper Co., Montreal, Que

Ticonderoga Pulp & Paper Co., Rooms 934-939 200 Fifth Ave., New York, N.Y.

Wilson Munroe Co., Limited, Toronto

PHOTO ENGRAVERS.

Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS.

Ault & Wiborg Co. of Canada, Toronto.

Canada Printing Ink Co., 15 Duncan St., Toronto.

Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.

Shackell, Edwards & Co., 127 Peter St., Toronto.

Sinclair & Valentine, 233 Richmond St. W., Toronto.

PRINTING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.

Babcock Printing Press Co., New London, Conn.

Miller & Richard, Toronto and Winnipeg.

Manton Bros., 105 Elizabeth St., Toronto.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Goss Printing Press Co., Chicago, Ill.

Hoe, R., & Co., 504-520 Grand St., New York City.

PRINTERS' ROLLERS.

Ault & Wiborg Co., of Canada, Limited, 15 Charlotte St., Toronto.

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

PROOF PRESSES.

Anglo-Canadian Type & Printing Machinery Co., Ltd., Adelaide and Spadina, Toronto.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

QUOINS.

H. A. Hempel, 55 Baynes St., Buffalo, N.Y.

REGISTER GAUGES.

E. L. Megill, 60 Duane St., New York.

ROTARY PRESSES.

R. Hoe & Co., 504 Grand St., New York.

TYPE CASTING AND TYPESETTING MACHINES.

Canadian Linotype, Ltd., 36 Lombard St., Toronto.

Lanston Monotype Machine Co., 406 Lumsden Building, Yonge and Adelaide Sts., Toronto.

International Typesetting Machine Co., 182 William St., New York City.

TYPE FOUNDERS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

WASTE PAPER.

Pullan, E., cor. Adelaide and Maude Sts., Toronto.

The Levi's, 100 John St., Toronto

WOOD GOODS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Hamilton Mfg. Co., Two Rivers, Wis.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

WOOD TYPE.

Frank Gerhardt, 1162 Liberty Ave., Brooklyn N.Y.

We make a specialty of **Electrotypes** from **Halftones.**

Out of town orders promptly attended to.

The National Electrotype and Stereotype Co., Ltd.

R. H. MILN, Manager

229 Richmond Street West TORONTO, ONTARIO

Kindly Mention this Paper when Writing Advertiser

TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

CHAUNCEY WING

Manufacturer of the Wing-Horton Mailer and its Supplies

GREENFIELD, MASSACHUSETTS

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge. By the set of 3 with key and extra tongues.

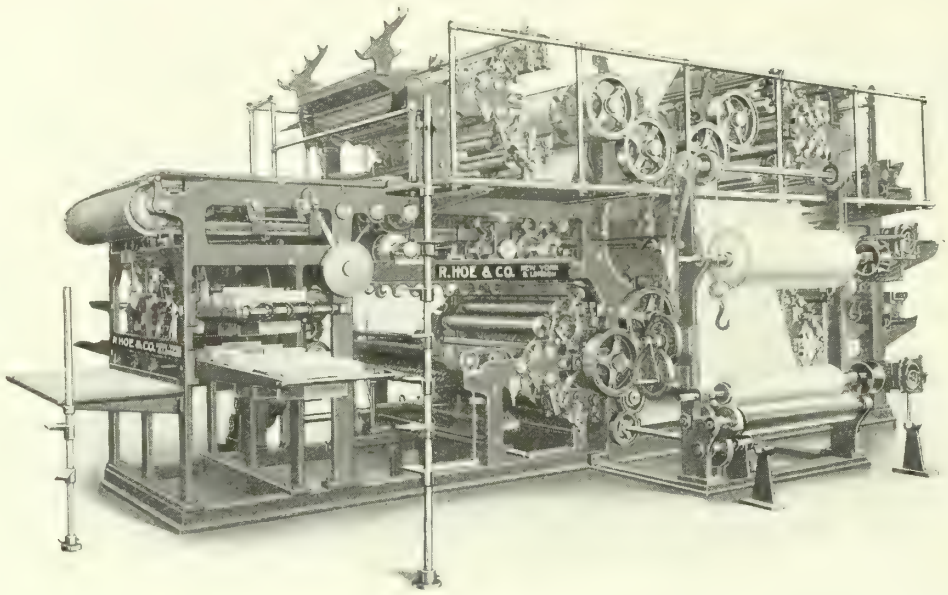
QUICK ON



Megill's Spring Tongue Gauge Pin By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York



THE SUREST SIGN

of wise management is when you see a printer installing Hoe Rotary Presses. There are no better judges of quality, efficiency and economy in Printing and Plate-Making Machinery than the

T. Eaton Company

and the fact that this well-known house has recently installed in its printing plant in Toronto the

Hoe Two-Color Rotary Press

shown above, for printing mail order catalogues, etc., not only shows successful business acumen on the part of the T. Eaton Co., but is also the best evidence of

Hoe Superiority

in printing machinery.

R. HOE AND CO., 504-520 Grand St., New York City

Montreal, Can., 120 St. James St. *Chicago, Ill.*, 544-546 South Clark St.
Boston, Mass., 7 Water St. *London, S.E., England*, 109-112 Borough Road

The Most Information
The Most Entertainment
—and All Made-in-Canada

Here are a few of the features which make the October issue of MacLean's the best number yet put out by this aggressive magazine.

"The Woman Question," by *Stephen Leacock*, an article that presents a new viewpoint on a vexed question. It is presented in the virile, readable style of Canada's great humorist.

"Canada's Opportunity," by *Agnes C. Laut*, a powerful article on financial and trade conditions arising out of the war.

"Tryst," by *Alan Sullivan*, a short story that for sheer perfection of style equals anything that Mr. Sullivan has ever done.

"The Wicked Partner," by *H. F. Gadsby*, a light sketch of the Hon. Robert Rogers, written not from the political but from the human side.

"The Years of the Wicked," by *Hopkins Moorhouse*, a short story that is different from anything you have ever read before—one of the best things yet turned out by this rising young author.

"The New British Columbia," by *Norman Lambert*, an article on the Northern part of the mountain province which for vivid descriptive power has never been excelled. This is illustrated by a series of remarkably beautiful photographs of the Rockies.

"The Next Man Up," by *W. A. Craick*, an article on the men who are second in command of the big corporations of Canada. It gives an inside picture of the workings of some of the big railways and banks.

There are nine other stories and articles, all of a high order, and *our Review of Reviews Department, which contains condensed versions of the best articles which appeared during the previous month in the magazines of the world. This is one of the biggest features of MacLean's Magazine and is in itself of such value that you need MacLean's for this department alone. There are twenty articles in the October issue carefully selected as the most informative and interesting published the world over.*

Special Offer To new subscribers only. In order to introduce MacLean's Magazine into homes where it is not now read, we are giving the magazine for eighteen months for price of twelve—see coupon below.

A Special Offer to You.

MacLean Publishing Co., Ltd.

Dear Sirs:

Enter me as a subscriber to MacLean's Magazine for eighteen months, starting with your October number, and on receipt of invoice I will remit $2.00

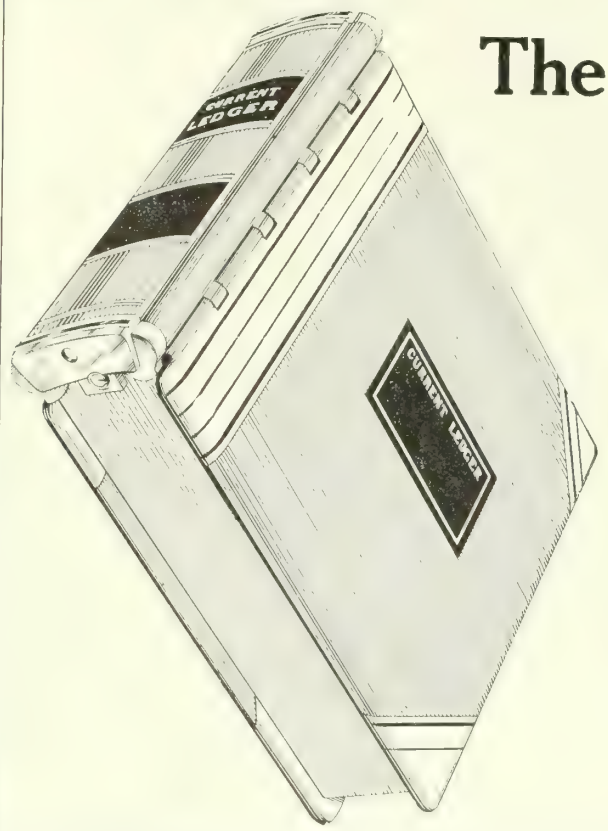
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Address .....

MACLEAN'S MAGAZINE

THE MACLEAN PUBLISHING CO. LIMITED

143-153 University Avenue . - Toronto, Ontario



The Successful Manufacturer

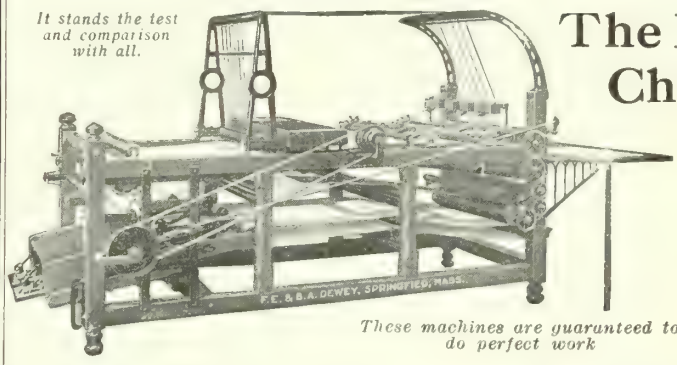
concentrates on articles he is best equipped to make economically. The Printer is a manufacturer, but as a class he is unsuccessful because he attempts to compete on articles he is poorly equipped to manufacture.

WHY NOT USE OUR PLANT AS A SUBSIDIARY TO YOUR OWN? We are specially equipped to manufacture the following items and all operations in connection therewith:

Loose Leaf Binders or Metal Parts
Loose Leaf Forms and Supplies
Shipping and Factory Tags
Index Cards
Lithographed Business Stationery.

PRINTERS' SPECIALTIES, Limited, Toronto, Ont.

It stands the test and comparison with all.



These machines are guaranteed to do perfect work

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863
Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.,

Canadian Agents: Miller & Richard, H. J. Logan and others.

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

TORONTO AGENT:
C. W. Paull, 66 Temperance St.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

Vol. XXIV. Toronto, October, 1915 No. 10

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The MACLEAN PUBLISHING COMPANY, LIMITED

143-153 UNIVERSITY AVENUE, TORONTO, CANADA

JOHN BAYNE MACLEAN, *President* DUNCAN B. GILLIES, *Manager*

BRANCH OFFICES: MONTREAL, 701-702 Eastern Townships Bank Building, R. H. Ecclestone, Manager; WINNIPEG, 34 Royal Bank Building, Gordon Rutledge, Manager; NEW YORK, 115 Broadway, T. F. Blissert, Manager; CHICAGO, 140 South Dearborn St., Room 607, A. H. Byrne, Manager; BOSTON, 733 Old South Building, C. L. Morton, Manager; LONDON, ENG., Agents: The MacLean Company of Great Britain, Limited, 88 Fleet Street, E. C., E. J. Dodd, Director. Toronto Representative, H. C. Lowrey

Printer and Publisher is issued on the 24th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, $2.00; six months, $1.00; single copies, 20 cents. United States, $2.50 a year. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s. Special rates for quantities on application.

Contributions of vital interest to Canadian printers and publishers are solicited, and prompt payment will be made for all accepted matter.

Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements should reach office of publication not later than the 10th of the month preceding date of publication.

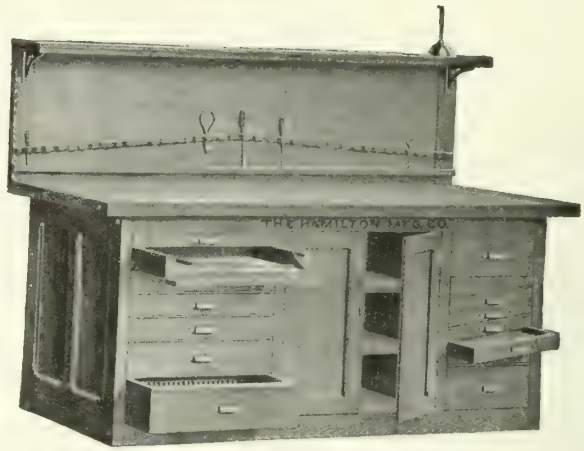
EVERY department of the printing plant is provided for by some suitable piece of Hamilton Equipment—either wood or steel.

The utmost care is used in producing equipment for special purposes that will cover in the most efficient manner the various requirements.

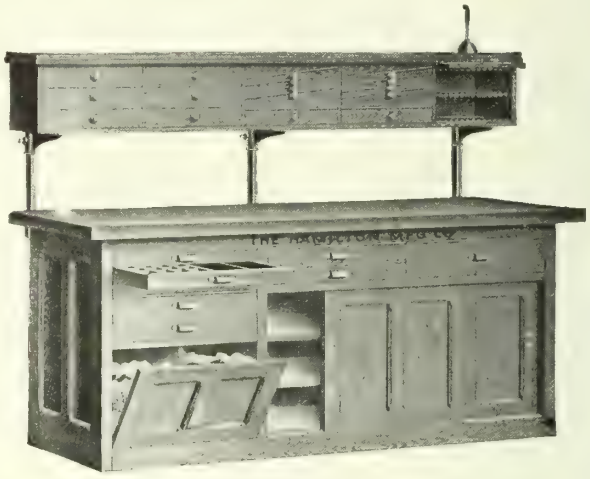
Very rarely is a design the product of any one brain, but usually is the composite expression of the best informed men in the printing industry.

The two designs shown with this advertisement are indicative of the spirit of The Hamilton Manufacturing Co. and its desire to keep pace with the shifting and changing conditions of the printing industry.

Wherever there is need of cabinet equipment in the printing office, there will be found a Hamilton Cabinet carefully studied out and suitable for the purpose.



The design of this Linotype Machinists' Cabinet Work Bench has been approved by expert operators and also by the manufacturers of the casting machines. Supplied in steel or wood construction.



The design of this Monotype Machinists' Cabinet Work Bench has been approved by expert operators and also has the approval of the manufacturers of the monotype machines. Supplied in steel or wood construction.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N.J.

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited — Toronto, 70 York St.; Montreal, 345 Craig St. W.; Winnipeg, 175 McDermott Ave. E.; Calgary, Alberta.; Regina, Saskatchewan.; Rex A. Hand, Representative for Maritime Provinces and Newfoundland, c/o Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Richard — Toronto, 7 Jordan St.; Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York Street, Toronto.

A VALUABLE LINE GAUGE, graduated by picas and nonpariels, mailed free to every inquiring printer.

PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Some Instructive Studies of Advertising Costs*

The Discovery of the Agate Line as a Unit of Calculation—Problem of the Cost of White Paper—Establishing a Rate Standard—Public Morals and Advertising

By DR. TALCOTT WILLIAMS

Dean of the Faculty of Journalism, Columbia University

THE agate line as the basis of cost in advertising was discovered by Don S. Seitz of the New York *World* over twenty years ago. It is an amazing proof of the loose conduct of newspaper business that no one had before worked out the cost of printing an agate line of advertising with a given circulation, until he proposed this to Joseph Pulitzer.

Able as this journalist was, both in journalism of the mass and in the business of journalism, he doubted the value of this information.

The agate line is becoming the basis of advertising costs. In New York City an agate line costs on a circulation of 400,000 about 20 cents. This is 3 cents higher than it was ten years ago. An agate line in Chicago, taking paper and presswork, costs 9 cents on a like circulation, and overhead charges, including the distribution of an evening circulation, about double this. There is probably nothing that an association like this could do which would be of more value than to secure, under conditions which maintain business confidences, an accurate statement of the cost of an agate line for circulations of different sizes, daily or weekly. This information once secured would give a standard for the just charge for advertising, and would enable a man to know whether he was printing an advertisement at a loss or at a profit. Nothing else will.



DR. TALCOTT WILLIAMS,
Dean of the Faculty of Journalism, Joseph Pulitzer Foundation, Columbia University, New York.

Text of address delivered by Dr. Talcott Williams before the Daily Section of the Canadian Press Association at its recent annual meeting.

CHARGING THE COST OF WHITE PAPER

When the cost of an agate line of advertising is known the fallacy of charging the paper cost to circulation and treating the advertising account as if no paper were needed in order to circulate it, will disappear.

If a page of advertising is backed by a page of news, the sheet of paper ought to be charged half to the advertising and half to the news.

The theory that when a newspaper sells a single copy at half a cent to the dealer it does not receive from him the cost of the white paper, forgets that whatever share of this paper was used in printing the advertisements should have been paid for by the advertiser, and must be paid for by him if the newspaper is to be run at a profit. When this is clearly perceived the profit and loss account of a newspaper will distribute the cost of paper between advertising and circulation. It is not possible in any other way to know how costs of promotion and many other charges should be distributed between the revenue from news and advertising, and unless this knowledge exists, the perpetual conflict in every newspaper office between circulation costs and advertising costs cannot be settled on a rational basis.

Sound business instincts may make this distribution approximately, but knowledge is better than instinct and knowledge of the costs of an intricate business is indispensable to the financial stability of any enterprise as

hazardous as a newspaper. It adds to the ordinary hazards of manufacturing an exceptional competition due to the by-product of the newspaper in position, prominence, influence and a sense of power, often fictitious, for the editor or proprietor. This personal reward in every city leads capital to enter the field, hoping for profit, but often satisfied with a low return or not, if this by-product is gained. Every city has these examples and every journalist has seen the newspaper business of a city deranged in this way.

THE GROWING IMPORTANCE OF ADVERTISING

The increasing proportion of newspaper revenue from the advertisement renders all these factors of growing weight. The newspaper began without advertising. Chas. A. Dana, of the *Sun*, was fond of expressing the hope that he would live to publish a newspaper without advertising. The lamentable results of this view were apparent in the *Sun* before he died and still more after it lost his puissant personality. Addison in the *Spectator* was the first journalist to treat the advertisement with glad hospitality, and he unhestitatingly wrote about operas and other enterprises which were advertising. The entrance of G.W.A. (goes with advertising) began with him in the history of journalism.

Benjamin Franklin wrote an advertisement for a sale of land by George Washington which no department store to-day could exceed in its purring, persuasive, personal preachment.

From 1850 to 1870, the proportionate yield from advertising in United States dailies was from one-third to one-half of revenue. From 1870 to 1890, a newspaper which "broke even" on revenue from circulation and from advertising was sound. With the big circulation which Pulitzer began and others developed, 60 per cent. grew to be necessary. Up to 10,000 daily circulation in the States, this ratio still can be approximately on the 50 per cent. basis. A country weekly is fortunate if it has 40 per cent. and many dailies run, precariously, on this.

This increase in the proportionate revenue has been accomplished by an increased demand for free advertising in the shape of reading matter given away as a sort of bonus. This leak was far greater in the past than to-day, but less attention was paid to it because the newspapers had less advertising.

The reduction of prices on the output of the manufactured article during the last half century affects advertising. The New York *Herald* received $100.00 a column 50 years ago. Most New York papers are satisfied with $40.00 to $50.00 now, and an average of $60.00 to $70.00 is received only by one or two. The same fall in the average per column has taken place in London, in Paris and Berlin.

THE FREE READING NOTICE

No newspaper ought to print any free matter on any subject upon which it would not be ready to advocate a remission of taxation such as is conferred by the State on realty devoted to religion, education and charity. The newspaper is a trustee of the publicity of the community. This publicity is paid for by the man who buys news, the reader, and should be paid for by the particular advertiser who gets space for his personal profit. No space ought to be given away except on terms which would justify giving a copy of the newspaper away, for every line of unpaid advertising is also a gift of circulation. Yet newspapers are far more awake to leaks of circulation than to leaks of advertising.

ESTABLISHING A RATE STANDARD

The standardizing of advertising has made it easier to draw this line. Rates for advertising forty years ago were in almost as chaotic a condition for dailies as they are too often now for the country weekly. The agent, who began his work shortly after the Civil War in the States, standardized rates. The newspapers have returned the compliment within the last decade by standardizing the agent.

In the magazine and "national" weekly field a definite tariff per 1000 of circulation is pretty well established. In the local weekly and in the daily the same result will in time work out under the economic law which tends to standardize all price. A social law which tends to affix a penalty to every departure from the truth in all instruments which affect value operates to require the advertisement to be more and more accurate, under penalty. Common and statute law have thrown a network of prohibition and penalty in regard to all alterations of records of value, received or paid.

DECEPTIVE ADVERTISING AND LAW

Legislation in almost all civilized countries is working the same change in the advertisement. This legislation is divided into two broad categories: one forbids advertisement injurious to public morals, and the other punishes advertisers whose statements will lead to pecuniary loss for those who act on them. No one can follow this legislation in English-speaking lands, which have been foremost in watching over the morals of the community and are on a level with other communities in the requirement of accuracy in the advertisement, without seeing that this is a process and progress certain to go on. In time it will be understood by all that every advertisement which deceives lowers the value of all advertising, and that no newspaper can print an advertisement which injures the community—such as lotteries, medical nostrums or "personals" of immoral purpose,—without injuring itself.

Bar Liquor Advertising

LIQUOR advertising of all kinds was barred from the columns of thirty-nine of the leading college newspapers of the United States and Canada at the annual convention of the Associated College Newspaper Publishers held at Columbia University.

Expulsion from the organization will be the punishment for any of the thirty-nine papers in the association which violates the rule.

The college papers have a total daily circulation of more than 100,000.

RESOLUTIONS were passed unanimously by the Presbytery of Sarnia, last month, deploring the presence of advertisements of intoxicating liquors in some of the newspapers of the country, and recommending the heads of households within the bounds of the Presbytery to make an emphatic protest to the editors of papers carrying such advertisements; also deciding to protest against the carrying of liquor advertisements to the editors of local and city papers that circulate within the bounds of the Presbytery.

Publishers Lose by War

IT IS estimated that the daily newspapers of the United States and Canada have suffered a loss of $35,500,000 during the first year of the war. This loss includes the extra cost of special correspondents, news service and advertising revenue, and increase in circulation expense.

A Printer's Preparation for a Larger Career

Dreams Come True — Learning the Job of the Man Higher Up — Turning the Coming Winter to Profitable Account — Opportunity Beckons to Those who Woo Her

By JOHN TYPEHIGH

ONCE a compositor is not necessarily always a compositor. Compositors, lino-operators, pressmen and others of the brotherhood may and probably will become sooner or later employing printers, perhaps publishers. The case, the keyboard, the press foot-board and the proof-reader's desk may be, as they have been many times in the past, just rungs in the ladder by which good men rise to higher levels.

Many a master in the printing and publishing world was, in his youth and early manhood, first an apprentice, then a journeyman. But there ought to be more of such graduates, and there can be more and will be more. This when those who are now employ*ees* deliberately prepare themselves to be employ*ers*.

In Canada—and it is probably true in regard to other countries—the great majority of publishers of weekly newspapers are practical printers: they went forward by slow steps from small things to greater things, until, in the end, with perhaps some capital, the result of frugal living, and with plenty of ambition and hope, they became publishers on their own account. To-day these men are as a class most estimable citizens in the communities where they reside and labor. Many have gone into politics—local, provincial and federal; and not a few are or have been members of parliament. Some have reached the Senate, some are or have been Cabinet Ministers. Many are distinguished in other ways. By the sheer force of merit and character these men attained their honors.

DREAMS COME TRUE

However, it is not these men who have "arrived," but rather those who right now occupy humble positions that are in the mind of PRINTER AND PUBLISHER — those lads and young men who now are daily performing their appointed tasks with fine fidelity and with, it may seem, very little prospect of ever attaining to top positions, much less the altitude of mastery.

Let it be said to these young men that dreams come true to those who steadfastly work to make them come true. The great thing is to have first the dream, and then the goal. Given a dream, a goal and determination, and there is scarcely any height which cannot be won, or any dream which cannot be possessed. But dreaming alone will not advance a man very far. We must add to dreaming *preparation*. It is to the *prepared* man that the doors of opportunity are always opening. To the unprepared man they may occasionally open, but generally they close to him in the same movement.

PURPOSEFUL PREPARATION

Preparation means education in the line of one's work, and probably beyond the bounds of one's immediate employment. Purposeful preparation is the only right kind; it is the kind that sends one forward with long strides. The preparation that is accidental or that goes hand-in-hand with the doing of one's daily work is not to be condemned; but its pace is slow. The right kind of preparation is that which sees something ahead or places something ahead, and strives by excessive labor to reach or possess what lies beyond the present.

Time given to the study of books, to night schools, to correspondence courses is time most admirably spent, and is rewardful, both in the present and in the future. If one is looking forward to be a superintendent, then he ought to study deliberately the duties and qualities of a position of this sort. If one hopes some day to be an employer of others, then one is well advised to investigate right now such matters as cost systems, the laying out of a plant, estimating, the selling of printing, papers, inks, equipments, and so on. Investigations of this nature will take on the zest of a game and will make one grow fast and strong in the direction of his desiring and deserving. If one hopes eventually to become a newspaper publisher, then he should now, where he is—and it may be years away from a realization of his dream—study the business of making a newspaper—its printing, editing, publishing and selling. All this is fascinating occupation and has in it the assurance of success when the day comes for one's entrance into his cherished and prepared-for vocation.

TURNING THIS AUTUMN TO GOOD ACCOUNT

It has been said countless times—and always with truth—that the reason why men do not achieve more is because they do not attempt more. History is rich with the chronicles of men who have attained eminence largely because they attempted bigger things than they were engaged in and with: they went from strength to strength and from victory to victory. The higher they rose, the farther they saw. The broader they grew the more they absorbed—appetite was greater and clamored for larger knowledge. Knowledge gives power—knowledge is power.

The autumn and the winter months are at hand. Young printers everywhere in Canada will do well to determine to turn the season of 1915-16 to profitable account. They should not attempt more than there is a reasonable chance of their being able to accomplish, for exhaustion is apt to accompany strain. Ambition should be curbed, but resolution should be hardened. Haste is not so important as persistency of effort.

PRINTER AND PUBLISHER can see great things ahead for those who dream dreams and define goals for themselves, and who steadfastly strive in the direction of their purposes. PRINTER AND PUBLISHER urges those of youthful years and those who have long since passed the period of adolescence to prepare themselves soundly for higher posts than they now hold. Again let it be said that it is to the *prepared* man that Opportunity comes, for she knows that to this type of men she will beckon with assured response.

A useful and practical footnote to the foregoing is provided elsewhere in this issue of PRINTER AND PUBLISHER—in an article entitled, "Schools of Instruction for Printers." See the department, "Printerdom."

Clarion Call for Co-operation Among Publishers *

The Value and Wisdom of Concerted Effort—The Retailer's Place in National Advertising Campaigns—Co-operation the Salvation of a Publisher's Prosperity

By W. A. THOMSON

THIS harmonious convention of men representing competing mediums of advertising in the publishing business makes a visitor from across the border feel that, when the Millennium dawns, the first rays of the new day will shine upon the northern horizon.

The spirit of intelligent, common-sense co-operation seems to be one of the many valuable products made in Canada.

Interested as I am in the broad development work now being conducted by the newspaper publishers of the North American continent, through the Bureau of Advertising, I have repeatedly found inspiration for my work and material for our campaigns in the excellent achievements of the Canadian Press Association.

I believe that little is of value or interest in the spoken or written word that is not born of actual experience. I must speak to you, therefore, from the standpoint of my own experience—that of a solicitor for newspaper advertising; an enthusiastic one, and, therefore, a partisan; but, I trust, not too much a partisan to see the sound business value of the many mediums with which the newspapers compete.



W. A. THOMSON,
Director of the Bureau of Advertising, the American Newspaper Publishers' Association.

THE MOST IMPORTANT WORD IN THE LANGUAGE

In the development of general or national advertising, I believe that the word "co-operation" is the most important word in the language. I do not refer to the word as it is so often misapplied by advertisers and agencies seeking unreasonable favors from publishers. But I refer to the fundamental idea of publishers engaging in a concerted effort for mutual welfare, advancement and protection.

The problems of national advertisers are general in their scope, and entail the employment of many units—the individual publications. When the individual publication, through conference and agreement with its neighbor, acquires an intelligent understanding of the part that it plays in a general campaign, it will appreciate more clearly the aims and objects of the general advertiser, and will be in a better position to advance its own claims for business. And I believe that, in the development of advertising for any medium, a solicitation based upon standardized business practices, which this group or that group may have in common, creates a far more intelligent appreciation in the mind of the firm that is marketing a product, than a hundred individual claims based upon linage, circulation, and superiority in price.

I have often said that if I could borrow the art of an evangelist or the skill of a hypnotist, and could make the newspaper publishers of Canada and the United States agree to subscribe to half a dozen fundamental principles, I could put 90 per cent. of all the money spent in general advertising into the daily newspapers within a year's time. But, I can assure my magazine friends that there is no immediate prospect of this dream coming true, in spite of the fact that worth-while newspapers are bending their efforts toward co-operation with their fellows, and that a steady increase in general advertising has set towards the columns of the daily press.

CO-OPERATION AMONG NEWSPAPERS

This co-operative effort is needed by the newspapers to-day more than by any other medium of advertising. The reason for this is because the newspaper is so thoroughly local in its attitude, and in the conduct of its affairs. We hear of national newspapers—of newspapers that are world-wide in their influence and in their constructive effort, but the successful newspaper, to my mind, is the one that is most local—the one that reflects most clearly the spirit of the community in which it is published. It is that localness that makes the newspaper valuable as a general advertising medium. Its ability to get home to the average consumer, and the measure of the respect and the confidence in which it is held in the average home, give it a corresponding value as a producer of advertising results.

But this same localness of the newspaper is by no means an unalloyed blessing. While it is its chief strength, it is also one of its big handicaps in the general field. Drawing fully 75 per cent. of its revenue from local advertising patronage, the average newspaper is immersed in local affairs, and the general advertising field is naturally of secondary importance. It has found neither adequate time nor sufficient business interest to devote any great part of its energies to the study of the problems of general advertisers, country-wide as these are in their scope. And this highly individualized condition has made it difficult for the average publisher to work in harmony even with his fellows in his own community.

I was born in the newspaper business, and I have never been able to get far enough away from it to acquire a complete perspective of its conditions. I have often wondered

**This is the text of an address delivered by W. A. Thomson, Director of the Bureau of Advertising, the American Newspaper Publishers' Association, before the Canadian Press Association at its recent annual meeting.*

whether businesses other than the publishing business are so beset with problems and so aggravated by opportunities, which, like the pot of gold at the end of the rainbow, are ever in the field beyond.

But whatever our weaknesses may be, it is a comfort to feel that we are gradually getting to know them, and that we have the remedy in our hands against the day we shall see fit to use it.

The Bureau of Advertising of the American Newspaper Publishers' Association represents a concerted effort by newspaper publishers for more general advertising. But if you trace the movement to its source, you will find a determination on the part of individual publishers who started it to acquire a national viewpoint of their business. Behind it was the desire to know what the other fellow is doing and how he does it—an eagerness to ascertain the result of the individual publisher's action upon the business as a whole; a determination to utilize the localness of newspapers by nationalizing conditions that prevail in every community. And I believe that, apart from its concrete advantages, that are many and varied, the newspapers supporting the Bureau of Advertising have reaped real benefits from it in acquiring the national viewpoint, of which I have spoken before.

THE RETAILER AND NATIONAL ADVERTISING

Looking for practical examples to illustrate my idea of a standardization of business policies, I can find nothing better than the present work upon the retailer in nationally advertised products now being conducted by the Bureau of Advertising. And, in passing, I am pleased to say that this work found its inspiration in Canada—in fact, in the city of Toronto.

When the 1914 convention of the Advertising Clubs of the World was so royally entertained in Toronto, it occurred to those of us who were interested in the Bureau of Advertising that the occasion might be utilized to demonstrate, in a big way, the interest of retail merchants in nationally advertised goods. The newspapers of Toronto, with characteristic enterprise, and the thoroughness that is typical of Canadians, agreed to induce the retail merchants of Toronto to fill their windows during the week of the convention with nationally advertised products of all kinds, irrespective of the mediums in which they were advertised. And so, when the thousands of delegates arrived from all parts of the world, they found the show-windows of the stores given over to advertised products and decorated with appropriate signs to indicate the purpose of the display. A more striking demonstration of the friendly attitude of retailers towards nationally advertised goods, and the confidence existing between newspapers and retail merchants, could not have been made.

As I said before, this gave the Bureau of Advertising the suggestion to carry out this movement in a larger way. So in October of the same year, with the help of the newspapers throughout Canada and the United States, retail dealers set aside one week, and designated it as National Newspaper Window Display Week. Each newspaper that co-operated in the movement induced storekeepers in its city to fill their windows with the products advertised in the newspapers by the manufacturer. The Bureau is conducting another week of this character next month.

Similar movements are being conducted by other mediums of advertising, but, as I said before, I must speak from my own experience as a newspaper man. This work upon the retailers utilized to the limit the localness of the newspaper to which I have referred before, for the newspaper, having a common interest in its city with the dealer, is best able to make him understand the advantages which he derives from pushing products advertised locally by the manufacturer.

THE RETAILER THE KEY STONE

Every manufacturer and every distributor of a nationally known product will tell you that the dealer is the crux of the merchandising situation. Without the dealer's support, advertising fails of its best effect, if not in its entirety. And there could be no more striking way of indicating the fact that the dealer has been educated to the advantages of national advertising than by inducing him to show his interest in this practical way. Multiply a condition like this is any city by the number of cities there are on the Continent, and you will have established a country-wide condition, which meets the country-wide problem of the national advertiser, and is bound to arrest his attention.

Can any better illustration be offered of the far-reaching possibilities of concerted action by publishers for the purpose of developing general advertising?

I think the work of the Free Publicity Department of the A. N. P. A. is winning success largely because of the gradual acquisition by newspapers of a national viewpoint. In the Fall of 1909, there were listed by that department 757 firms, agents, and advertisers under the head of "Habitual Seekers After Free Publicity." In 1915—after six years of work chiefly directed to showing individual publishers the effect upon the business as a whole of granting requests for free publicity—there are now only 109 concerns and individuals sending out the unsolicited contribution.

Publishers have been made to understand that it is not human nature on the part of the advertiser to pay for something that could be had for nothing, and that so long as the columns of the press were open to the free publicity hunter, there was little opportunity to develop many lines of paid advertising.

Acute competition between individual publications has built up many problems that stand between us and the greater development of general advertising. There is not a problem in the list that will not yield to a little common-sense co-operation. Newspapers have an opportunity to sow the seeds of this needed co-operation right at home. What do you suppose would happen to the rate problem, the undesirable advertising problem, the subscription problem, the baseball-extra problem, the moving-picture and automobile problems, if publishers in any community got together and agreed upon a few plain business fundamentals, and made up their minds to keep the compact conscientiously for one year?

The only disquieting feature that I can descry in such a program would be the sight of those same publishers meeting at the close of the first year to weep, like Alexander, over the fact that there were no more worlds to conquer.

SUICIDAL COMPETITION

Some newspapers are so busy trying to strangle each other they have no time for useful development work that would bring thousands of dollars' worth of business to their communities. There is enough money wasted on useless competition among publishers in every city to pay the cost many times over of establishing a local association service bureau—a bureau that might gather facts about the market conditions in the community—a bureau that might advertise the community to advertisers—a bureau that could serve newspapers and advertisers in a profitable business way and could serve the community at the same time in generous, public-spirited fashion.

The price at which most newspapers are sold to subscribers does not pay the cost of white paper, and this applies in a greater or less degree to nearly every publication. I know of no other product that goes to the

consumer without a margin of profit. This uneconomic condition in our business is the direct result of bitter competition, and then, on top of this—at least in the States—we pile the tremendous cost of baseball extras because of the fact that if we don't do so, someone else will, and thereby gain a little circulation that is of no particular use to the advertiser, but which eats cruelly into the profits.

Burdened with heavy expenses in this and in many other ways, we are forced to build up our advertising revenues to break even. Advertisers, knowing this, will frequently play off one newspaper against another in making a contract and so favors and concessions are granted in one way or another, and, at the end of the fiscal year, too many of us have our experiences alone to show for our pains—and we haven't improved the standing of our medium in the eyes of advertisers we are trying to interest.

It seems to me that the free publicity hunter would quit hunting; the rate-bargainer would quit bargaining; and the undesirable advertiser would quit advertising if we would spend a little less time in brutal competition and give a little more thought to constructive co-operation.

And so I should like to sum up my talk to you in these few words—that what we need as a pre-requisite to the development of more general advertising is a standardization of business policies. But we shall not reach that stage of development until every publisher understands completely the good effect or the ill effect of his individual action upon the business as a whole.

Suggested Letters for Publishers

HAS any Canadian newspaper publisher courage to send this letter to the local Agricultural Society:

"Gentlemen:—

"The *Chronicle* this year has decided to give no publicity to the coming Fall Fair. We have come to the decision to do this most reluctantly, for we are of the opinion that our readers will be disappointed. However, we have comfort in this fact that in your judgment the omission from our news columns of all reference to the Fair is not likely to affect the attendance in any way.

"While the *Chronicle* believes that the publicity provided by the posters you are using is not enough to achieve the best results so far as the attendance is concerned, yet it must defer in this matter to your views since you believe that this is the only form of publicity worth paying for. We are sure that if you thought otherwise, you would unhesitating employ the *Chronicle* as a medium for advertising the Fair."

The lithographers are paid in full for every poster they print. It is as reasonable—or is it?—that the Fair management should ask the lithographers to supply free posters as it is for it to ask the publishers to boom the Fair gratis.

PRINTER AND PUBLISHER would like to hear from publishers whose courage has led them to send out the suggested letter.

THE FAVOR OF FREE READERS

When an agency or an advertiser asks for a free reader—worth at card rates from $1 to $20, the publisher has an equal right to ask a favor of equal value of the agent or advertiser. If payment in kind cannot be given directly by the agent or advertiser, the equivalent can doubtless be arranged satisfactorily indirectly. Suppose, for example, that an automobile firm asks for free readers, it would be entirely proper for the publisher to write a letter as follows:

"Gentlemen:—

"Your request for the insertion gratis of a news item having a value of $14.50, according to our rate card, has been received. We are sure that your disposition is to reciprocate the favor asked, and that you await only a suggestion on our part as to how the favor can be satisfactorily returned. May we suggest that you issue to us a credit note for $14.50, good any time, anywhere, when presented at one of your branches or depots for supplies or repairs, or a joy-ride in one of your cars. On hearing from you that you are willing to have the favor squared off in this way, we shall be glad to meet your wishes."

And similarly in regard to other firms — makers of paint, flour, soap, cereals, etc.

In the case of the agency the publisher might ask for definite service—say for a list of advertisers, with name of right individual to see; or special reports on certain firms whose business the publisher desires; or send it orders for supplies, with the request that the agency act as shopper and give the publisher the benefit of any discounts that the agency may have secured.

Advertisers and agencies have had so few demands made on them by publishers as a requital of many favors solicited by them of the publisher that they will most assuredly respond delightedly to the opportunity to square accounts by gifts of special service or merchandise. Publishers, draw upon your reserves of accumulated credits.

The Fate of Old Newspapers

WHAT becomes of the thousands upon thousands of newspapers that are discarded by readers on street cars, railroads and in the homes?

The question must naturally obtrude itself on the minds of many in the hurrying throngs to and from business, who note the disorderly litter that collects at terminal stations.

Waste newspapers, as indicated by the *Scientific American*, are used almost exclusively in the manufacture of the cardboard or pasteboard which goes to form the paper board box in which dressmakers, shoemakers and department stores generally deliver dresses, suits, shoes, etc., and one of the largest factories in the United States for the manufacture of this kind of cardboard is located just outside of Philadelphia.

Long trains of freight cars come in loaded with bales of waste newspapers, the collection of many cities which have been assembled here for conversion into the clean sheets of cardboard.—*The Fourth Estate.*

Woodstock Sentinel-Review—Correction

In the August issue of PRINTER AND PUBLISHER, in the symposium of opinions of Canadian publishers on the idea and service of the Audit Bureau of Circulations, views were credited to Mr. W. J. Taylor, publisher of the Woodstock *Sentinel-Review* which were wrongly attributed to him—this as the result of an error in relating expressed views to accompanying correspondence.

PRINTER AND PUBLISHER greatly regrets this error, and feels that it is due to Mr. Taylor and his newspaper to correct the injury done him in so far as publication of the fact of the error can make amends.

Dollar Day a Money-Making Idea for Publishers

How Dollar Day Works Out in Actual History—Tips to Publishers Who Want and Need Them—The Value of Dollar Day as an Advertising Educator and Stimulant

SINCE there are still many publishers in Canada who have not had Dollar Days in their communities and since some have written to PRINTER AND PUBLISHER for light and leading as to the manner of working up this advertising idea, the following brief review of the Dollar Day as run by *The Evening Record*, Windsor, may be appreciated by some publishers who have it in their minds to develop a Dollar Day issue.

The Evening Record produced its special Dollar Day edition in two parts, each 12 pages and used a green newsprint stock. It carried all told 51 separate advertisements in which dollar offerings were featured. In addition to these was a goodly volume of advertising not specially related, so far as the copy indicated, to the Dollar Day idea.

These 51 advertisements varied greatly in size and character. There were four full page advertisements, many half pages, many spaces between a half and a whole page, and many spaces smaller than a half-page; but good-size spaces abounded.

The advertising was made up of the announcements of sellers of:

Clothing, gents' furnishings, dry goods, footwear.

Groceries, meats, fruits, provisions, wines and spirits.

Books, stationery, china, jewelry, optical goods.

Music, photographs, drugs and toilet sundries.

Furniture, electrical goods, carpets.

The Dollar inducement was presented in various ways: Regular prices were reduced to a dollar; quantities of certain lines were offered for a dollar—representing a considerable saving on regular unit prices; combination offers for a dollar were made—for example, coffee, pickling spice, baking powder, vinegar, mustard and matches having a list value of $1.25 were offered for $1.00.

Some replaced the straight dollar offering with a 20 per cent. discount from regular prices. Some used lucky coupons, the holders of which would receive great bargains of several dollars worth of merchandise for $1.00. Miss Dollar, a mysterious young lady, was a "stunt" improvised for the occasion and prizes were offered by merchants to customers who could identify Miss Dollar in their stores, between certain hours.

The *Record* published a list of the stores which co-operated with it to make Dollar Day a success.

Hand-lettered "Dollar Day" headings added attractiveness to many advertisements.

TWIN DOLLAR DAYS AT ST. CATHARINES

Concerning the Twin Dollar Days in St. Catharines recently referred to at length in PRINTER AND PUBLISHER for September, promoted by the St. Catharines *Standard*, Andrew E. Murdoch, the advertising manager, writes as follows:

August 20 and 21, Friday and Saturday, were two good trade days in St. Catharines. Some fifty merchants participated in the event where previously about 20 or 25 favored it.

Dollar Day in February last made a favorable impression with the merchants, and this time it was much easier to gain their consent to join in the Twin Dollar Days Event.

Easy consent, however, did not eliminate a whole lot of solid work. *The Standard* agreed to give the necessary promotional space entirely free. The merchants were then asked for one dollar, two dollars or three dollars to promote Twin Dollar Days in the surrounding towns.

In this way some $75 was raised. This money paid for advertising space in Welland (2 papers), Port Colborne, Niagara Falls, Grimsby, the cost of 1,000 16-page papers, the distribution of same, and the supplying of all Twin Dollar Day merchants with Red Arrows for their windows and Twin Dollar Day Price Tickets. Every merchant was well satisfied to give this small amount to promoting Twin Dollar Days. The outside papers received much advertising from St. Catharines' merchants, the result being that Twin Dollar Days were thoroughly advertised.

The Standard offered a reward of $5.00 for the capture of Miss Dolly Dollar of the St. Catharines *Standard*. She was captured at 2.30 the first day. Besides the prize to her capturer, Miss Dollar received $5.00 for her services. To capture Miss Dolly Dollar it was necessary to have a receipt of a one dollar purchase of that day, from a Twin Dollar Day Store and a copy of the Pink Edition of the *Standard* issued the previous Wednesday. By issuing the Pink Dollar Day Edition on Wednesday and making it necessary to Miss Dollar's capture, we not only gave the ladies a chance to digest the ads. thoroughly, but we got our ad. alley in good shape for regular extra Friday business.

The first day (Friday) was an ideal sunshiny day and there was very satisfactory business. On Saturday, Old Jupiter came along with a few extra pails full and kept an otherwise large day's trade down to normal.

Notwithstanding all the merchants found a Dollar Day or Twin Dollar Days worth while. There is a whole lot of extra work and expense connected with it and we haven't figured out yet from a business point of view how we "broke." Still we believe extra work and extra expense always a good investment.

A Syndicate Cut Service gave valuable service in their Dollar Day cuts.

* * *

Dollar Day and its various adaptations is a first-class idea and assuredly stimulates trade when the preparatory and development work is thoroughly done; and it means money for the publisher. Very often it teaches doubting Thomases among non-advertising retailers the potency and profitableness of advertising. Publishers who have not had Dollar Days and who may wish fuller information concerning ways of going about conducting a Dollar Day, should write any one of the numerous publishers who have scored distinguished successes with their Dollar Days. PRINTER AND PUBLISHER has published during the past year the names of many publications which have had Dollar Days in their cities and towns.

* * *

Dollar Day has been featured lately by the Sherbrooke *Record*, Saskatoon *Phoenix*, and the Bracebridge *Gazette*.

The Cost of Publishing a Weekly Newspaper*

Minnesota Newspaperman Tells Canadian Publishers of Weekly Newspapers What Their Advertising Costs — How to Calculate This and Other Costs

By E. K. WHITING

THE SUBJECT of cost-finding is a most interesting as well as profitable study. From the fact that less than five per cent. of the printers in the States operate cost-finding systems, it is evident, however, that the average printer and publisher looks upon the subject as one involving too much work and being far beyond his depth. Such, however, is not the case.

A cost system for the average office requires only a small share of the time of an office girl or bookkeeper, and to thoroughly understand its principles and operation does not require any unusual intelligence or extended preparatory study. Its successful operation merely requires a plain understanding of the laws of distribution of overhead expenses and careful attention to the compilation of chargeable and non-chargeable hours and all items which enter into the cost of production.



E. K. WHITING,
Publisher of the *Journal-Chronicle*, Owatonna, Minn., and the author of the accompanying article.

But notwithstanding the fact that comparatively few printers and publishers have installed cost systems in their shops, through the wonderfully effective work of the Ben Franklin and Typothetae organizations the information secured by the few having cost systems has been widely spread, and the craft as a whole has been greatly benefited.

**This is the text of an address delivered by E. K. Whiting, publisher of the Journal-Chronicle, Owatonna, Minn., before the Weekly Section of the Canadian Press Association at its recent annual meeting.*

THE GLEANINGS OF EXPERIENCE

It is not my purpose to enter into a technical discussion of a cost finding system, but rather to tell you some of the things which I have learned from the operation of a cost system in our own office and to give you what figures I have been able to secure from other country newspaper plants.

For a number of years a few of the publishers of Minnesota have been seeking light concerning the cost of advertising. Research work done by these few led to the appointment by the Minnesota State Editorial Association of a committee whose duty it was to determine adequate advertising rates, based upon the cost of production. J. C. Morrison, of Morris, Herman Roe, of Northfield, and myself, were appointed to act as this committee, and all of us having cost systems in our offices, it seemed at first thought that the work would not be difficult. But as we sought methods of arriving at a basic rate we found that we were blazing an unknown trail and could secure no light from the cost experts of the country.

DIVIDING COUNTRY WEEKLIES INTO GROUPS

After several months spent in study of this proposition, we divided country newspapers into three classes:

Class A—the all-home-print eight and twelve-page paper with a circulation from 1,500 to 3,000.

Class B—the all-home-print eight-page paper with a circulation from 800 to 1,500.

Class C—the patent inside six or seven-column quarto with a circulation from 400 to 800.

The schedules for these classes as promulgated by our committee are as follows:

SLIDING SCALE—CLASS A

Gross cost of display advertisements.....	$4,425.00
Less cost of ad. composition	1,490.80
Difference equals cost of white space.....	$2,934.20
Divided by Advertising Capacity (2-5)	24,200 in.

Gives a base rate of 12 cents, slide to 22 cents.

1 yr.	6 mos.	3 mos.	2 mos.	4 wks.	3 wks.	2 wks.	1 wk.
.12	.13	.13	.14	.16	.18	.20	.22

SCHEDULE OF ADVERTISING RATES—CLASS A

Sliding Scale

	Yr.	6 mo.	3 mo.	2 mo.	4 wks.	3 wks.	2 wks.	1 wk.
Base	12	13	13	14	16	18	20	22
Set once	12	13	14	15	18	21	24	30
Set 2 times ..	12	13	14	16	19	22	28	30
Set 3 times ..	12	13	14	16	22	26	..	..
Set 4 times ..	12	14	15	18	24	..	..	..
Set 8 times ..	14	16	17	22	..	..	..	..
Set 13 times ..	15	16	21	..	..	..	..	..
Set 26 times ..	16	20	..	..	..	..	..	..
Set 52 times ..	20	..	..	..	..	..	..	..

Add Composition at 8 cents.

SLIDING RATE—CLASS B

Gross cost of display advertisements.....	$2,800.00
Less advertisement composition	400.00
Difference is cost of white space.....	$2,400.00
Divided by Ad. Capacity	20,800 in.

Gives a base rate of 11 cents, slide to 19 cents.

1 yr.	6 mos.	3 mos.	2 mos.	4 wks.	3 wks.	2 wks.	1 wk.
.11	.12	.13	.13	.14	.15	.17	.19

SCHEDULE OF ADVERTISING—CLASS B

	1 Yr.	6 mo.	3 mo.	2 mo.	4 wks.	3 wks.	2 wks.	1 wk.
Base	11	12	13	13	14	15	17	19
Set once	12	13	13	14	16	17	20	25
Set 2 times ..	12	13	14	15	16	18	23	..
Set 3 times ..	12	13	14	16	18	19	..	..
Set 4 times ..	12	13	15	16	20	..	..	..
Set 8 times ..	12	14	17	19	..	..	..	..
Set 13 times ..	13	16	19	..	..	..	..	..
Set 26 times ..	14	18	..	..	..	..	..	..
Set 52 times ..	17	..	..	..	..	..	..	..

Add Composition at 6 cents.

I do not show a table for Class C papers for the reason that the committee found, much to the surprise of its members, that the smaller paper cost fully as much, if not more, per inch to produce than Class B papers. This we found to be due to the fact that as a usual rule the Class B papers setting much more reading matter than Class C papers, make use of Simplex or similar machines, while the smaller papers set most of their reading matter by hand.

A GRADED RATE APPROVED

Our committee reported unanimously in favor of the sliding scale of rates in preference to the flat rate so commonly used. We did so for the reason that the flat rate has no justification in the face of cost, and is in fact a lazy man's invention for the benefit of the advertiser, who now receives far too much for his money.

The greatest argument against the flat rate is the fact that it tends to make intermittent advertisers, who come in during the busy season of the year, thus overcrowding your columns, and then leave you to carry the burden of publishing your paper during the dull months. The constant advertiser secures larger returns from the money spent and is a satisfied customer, while the intermittent advertiser sooner or later comes to say that advertising does not pay and drops out altogether.

A careful study of this phase of advertising costs reveals the fact that where the amount of advertising is light one week, it becomes necessary to run more type or plate than the income warrants, and, too frequently, when advertising is heavy, it becomes necessary to print additional pages which cost more than the advertising produces. For this reason our committee is convinced that the intermittent advertiser should, when he does advertise, pay his just share of operating the paper when he is absent, and that all preference should be shown the loyal, persistent advertiser, who stands by each and every issue to contribute his share of the cost of producing the newspaper. That you may appreciate the fluctuation of advertising patronage, I would call your attention to the accompanying chart, showing the variation of display advertising in our own paper for the past year:

LOCATING THE LEAKAGE

Previous to the appointment of the Minnesota committee I had installed a cost system in our own office with the hope of putting our business upon a profitable basis. I supposed that our only difficulty was in the job department. For that reason my whole thought was to

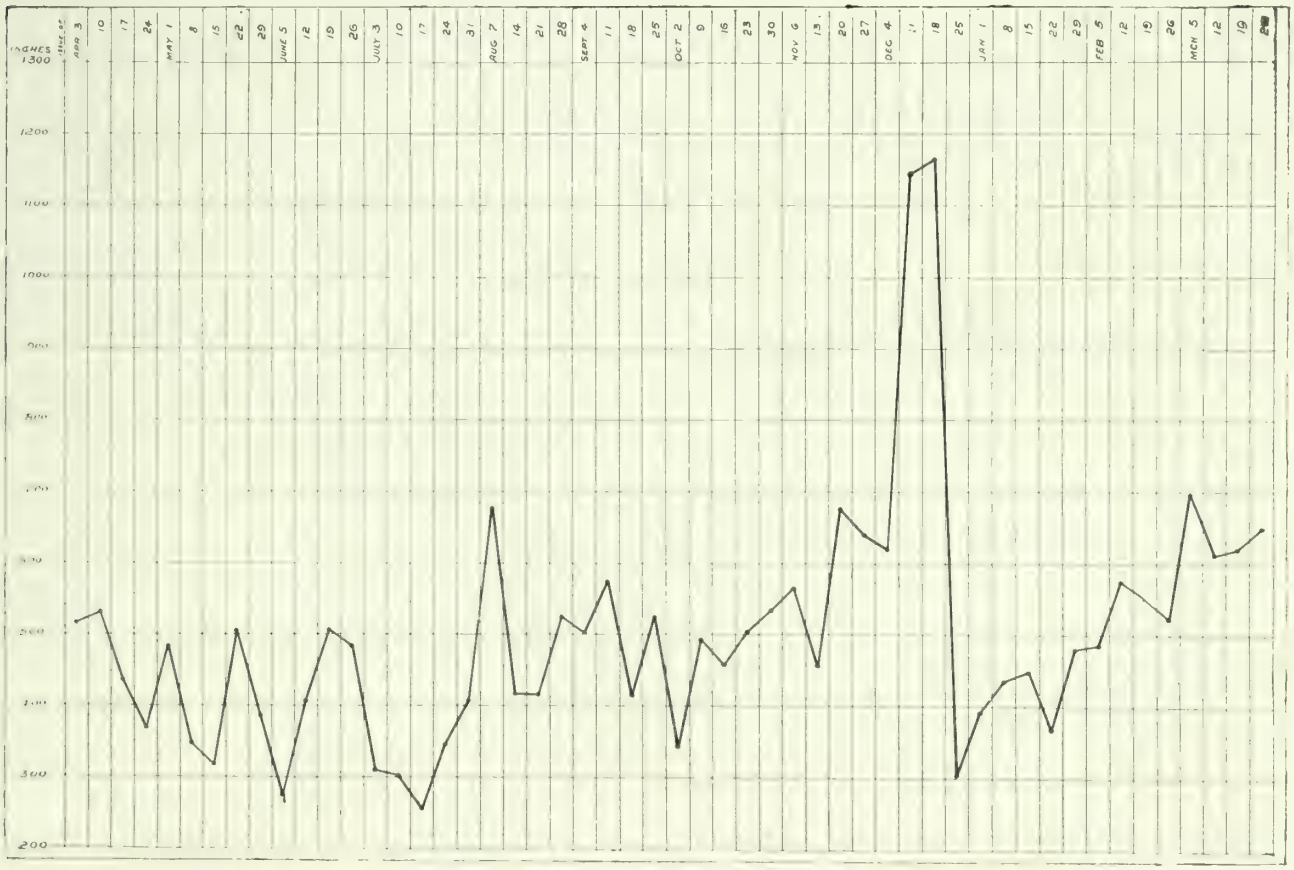


Chart showing the rise and fall in the amount of advertising carried during the year in the Owatonna *Journal-Chronicle*, the publisher of which, in the accompanying article, pleads for a more even distribution of advertising as a means of lowering the cost of producing advertising. A flat rate, in his opinion, is less to be desired than a graded rate.

put the job department upon a profit-paying basis. This was ultimately accomplished and then I learned, much to my consternation, that we still had a heavy leak, which could be attributed only to the newspaper department of our business. The daily and weekly were then each given a ticket, and the first month revealed the fact that the daily, which we had acquired by consolidation, was the offending party. Several months were spent in attempting to place the daily upon a paying basis, but it was plainly apparent that such a feat was impossible in our field, and it was summarily executed. It takes a lot of courage to kill one's pet, especially when it is the only daily paper in a city of 7,000 inhabitants, but in view of the loss shown by our cost sheets, it was the only sane thing to do—even if it hurt our pride.

THE COST OF PRODUCING A NEWSPAPER

Knowing that exceedingly few publishers had cost systems, and consequently had little, or no, knowledge of cost finding methods and theories of distribution of overhead expense, the Minnesota committee recommended a simple rule-of-thumb method by which publishers might readily determine what advertising cost them to produce. By this method publishers were advised to subtract from the total cost of the paper the total amount received from legals, locals and subscriptions. The remainder divided by the total number of inches of display matter carried would give the cost per inch to the publisher for every inch of display advertising.

This rule does not take into account the true laws of distribution of cost, nor was it the intention of the committee to take them into consideration at that time, for the simple reason that it was at that time far beyond the depth of the average publisher. Our only aim was to offer a method by which the publisher could demonstrate to himself what he must receive for display advertising in order that his publication might be placed upon a profitable basis.

For the past year and a half I have been making a scientific distribution of costs upon our weekly and that you may get a clear idea of how this is done I show you a chart of our monthly distribution sheet for the newspaper:

By the above summary, it will be seen that the editorial salaries for this month were $138.73. The direct department expense was $68.50, and the mechanical expense was $216.13, or a total of $423.36. During this month the news occupied 50 per cent. of the paper and the advertising 50 per cent., so that subscriptions and advertising are both charged with $211.68, which with the direct departmental expenses makes the cost of the subscription department $261.58, and the advertising department $351.22.

During this month there were 2131 inches of display advertising, or 73.7 per cent. of the space occupied by advertising; 591 inches of legals, making 20.4 per cent., and 171 inches of locals, making 5.9 per cent. Multiplying the total advertising cost, $351.22, by these percentages gives the cost of each in dollars and cents. Dividing these costs by the respective inches gives the cost per inch—12.14c for display; 12.12c for legals, and 12.12c for locals.

During the past year we have carried 30,083 inches of display advertising at a cost of $4,367.09, or 14.5c an inch. During the same period we have carried 3,521 inches of legals at a cost of $497.14, or 14.1c an inch; and 2,009 inches of locals at a cost of $272.52, or a cost of 13.5c an inch.

The cost of subscriptions for the year was $3,724.00, or $1.96 for every paid subscription. The total cost of the paper for the year was $8,879.01, an average of $14.27 per page, or $171.24 for a twelve page paper and $114.16 for an eight page paper.

In closing I wish to enter a protest against the seemingly fixed charge of five cents an inch for display composition. I have long contended that no publisher can produce composition for any such rate, and our cost records corroborate this contention. During a recent period, we set 9,317 inches of display advertising in 595 hours, and, at an hour cost of $1.40, this shows a cost of 8.9c an inch.

SCIENTIFIC DISTRIBUTION OF COSTS FOR MONTH OF FEBRUARY, 1915

EDITORIAL SALARIES		MECHANICAL DIRECT DEPT. EXPENSE	
Editor	$100.00	Traveling Expenses	$181.11
Reporter	32.00	Plate	6.40
Correspondents	6.73	Postage	9.79
		Stamps	6.00
		Phone	1.50
		Light	1.00
		Telegraph	.39
		Valuation	7.41
		Rent	7.60
		Jobs	10.30
			$68.50

SUBSCRIPTIONS		ADVERTISING	
Solicitor	$ 20.00	Solicitor	$ 60.00
Bookkeeper	16.00	Commission	4.00
For subscriptions	13.90	Composition	75.42
Percentage	211.68	Per cent.	211.68
	$261.58		$351.22
Receipts	252.55	Receipts	497.36
Loss	$9.03	Profit	$146.14

Salaries	$138.73	Stock	$ 36.00		
Direct Department Expense	68.50	Ink	4.00		
Mechanical	216.13	Linotype	98.40		
	$423.36	Makeup	38.19		
		Presswork	33.71		
		Mailing	5.83		
			$216.13		

	Inches	%	Cost	Inch Cost
Display	2131	73.7	$258.85	.1214
Legals	591	20.4	71.65	.1212
Locals	171	5.9	20.72	.1212
	2893	100%	$351.22	

50% Advertising
50% Reading Matter (Subscriptions)

Church Advertising for Canadian Newspapers

A Baltimore Campaign -- Religion as Merchandise — Solving the "Down Town" Problem — Newspaper Advertising for Politics and Philanthropy

THE Baltimore *News* has issued in book form the notable series of advertisements which appeared in that newspaper a year or so ago.

Many of the advertisements occupied half-page spaces. Many were illustrated in cartoon style. As examples of strong advertising in the modern spirit, and of a kind of advertising all too rare, the series is greatly to be commended.

One reason why more church advertising is not done is because those who should do it have not been led to see the efficacy of advertising as applied to the work of the church. Another reason—or, rather, obstacle—is contained in the question—where is the money to pay for the advertising to come from?

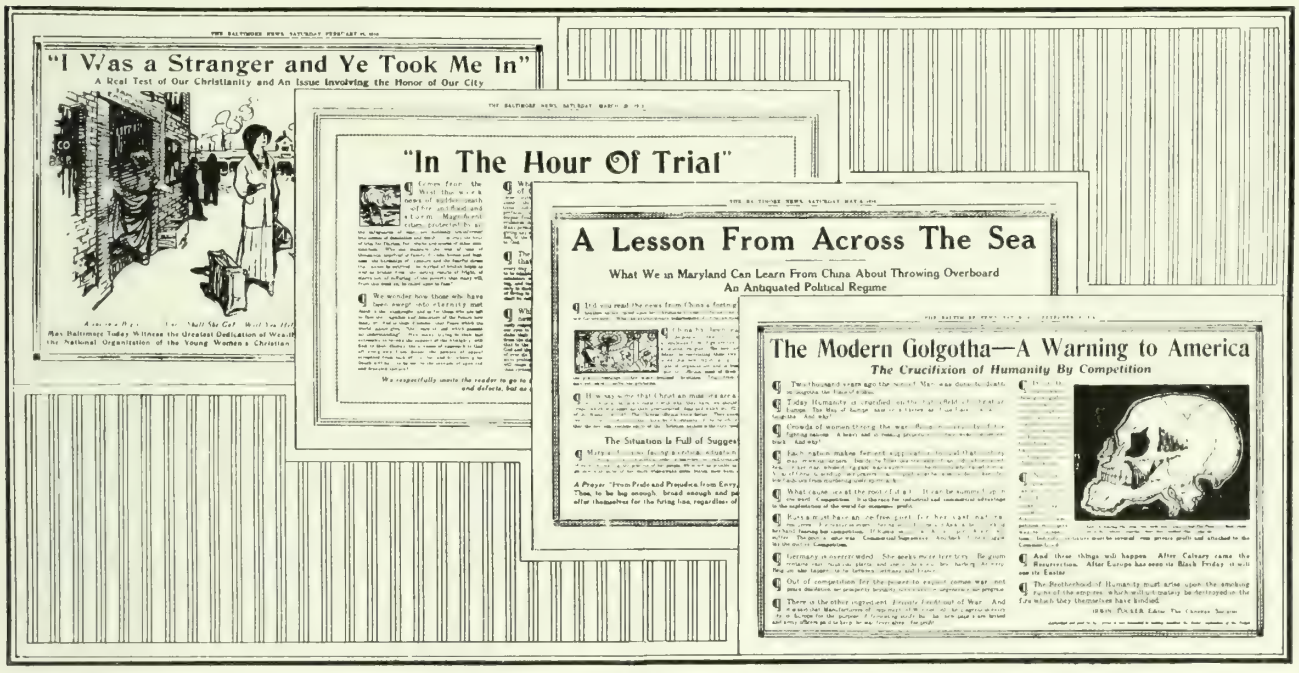
MARKETING RELIGION

Individual churches may be likened to retail stores: they are the distributors of religion (of many brands) to customers who do their shopping in person. Religion itself may be likened to a manufacturer's product which is sold through the churches—the retailers of religion. And just as the obligation or burden of creating and maintaining and enlarging demand for a product rests finally and mainly on the shoulders of the manufacturer, and cannot safely be delegated to intermediary agents, so the duty of advertising religion belongs to the Church as a whole. This means the establishment of a special fund to be raised variously—by an assessment on individual congregations, by special subscriptions, or by taking the money out of the general funds of the church. The fund so raised in connection with each denomination should be merged, and its expenditure entrusted to a joint committee representing the various denominations contributing.

THE BALTIMORE CAMPAIGN

In the case of the Baltimore campaign the money needed to pay for the advertising was supplied by a small group of Baltimore men who believe that advertising can increase the consumption of what the church offers. The copy was written by many men, some of national prominence including the Vive-President of the United States, Winston Churchill, the novelist, bishops, clergymen, and laymen in many walks of life. The campaign began in January, 1913—the year when the convention of the Associated Advertising Clubs of America met in Baltimore, and was continued for a period extending over nearly 30 months.

This "general" advertising of the Church and Religion in the Baltimore *News* has resulted in a great deal of allied advertising on the part of individual Baltimore churches. This advertising, in amount, runs from one to two pages every week, and on special occasions from six to eight pages.



Specimen advertisements which appeared in connection with a notable Church Advertising Campaign in the Baltimore *News*.

RELIGION IN CANADA

In Canada, where religion seems to have a much greater place in the life of the nation than is the case in the United States, the advertising of religion and of the Church would seem, on the face of things, to have the promise in it of "results" in large measure. On the other hand it might be urged that there is less need in Canada to advertise religion, just because of the fact that we are supposed to be a religious people; but this inference would not be an intelligent conclusion.

In smaller centres the advertising of the Church and religion is less necessary than in the large cities where individuals become lost in the crowd, where the temptations to occupy one's Sundays in other ways than by attending church services are many and powerful, and where the

whole scheme of life and living is decidedly more secular than in smaller places. It is in the big centres of population, and especially in the "down town" districts that the Church seems to be losing its hold on the conscience and interests of men and women. Even so, the hunger for spiritual things, for a corrective of the tendencies which cause men to deteriorate in regard to their ideals and strivings, beliefs and yearnings, is deep and widespread, and cries out for satisfaction. Not always, however, do the Church and the preachers and teachers supply the hungry soul with the food it craves. Men want more than creeds, more than sermons, more than interpretations of the Scriptures. They want to know the Truth. They want their Big Questions answered. They want their wonderings, doubts and gropings resolved into knowledge.

All this means that they will read advertisements if the "copy" is of the right sort. They are ready to be "sold"



COME TO CHURCH TOMORROW

Sunday March 7 has been chosen ... Sir Galahad Sunday ... Chicago and suburbs on Sunday on which leading pastors ... and below will preach sermons appropriate to the occasion ... They each will relate to Sir Galahad and the Holy Grail, and to Lord's Galahad, the modern Knight of that name.

Sir Galahad of King Arthur's Round Table stands for a very noble man and beautiful ideal of human character. He found the Grail through deeds of Christian heroism, humble and true.

The new Sir Galahad—"Little Sir Galahad" rediscovered the modern Grail of Love and Service.

As the Wilmington Every Evening says: "His faith is glorious and his real appreciation of what it means to be a Galahad Knight must be inspiring. He saw the Holy Grail ... such to be sought in the world and still to be achieved and that it is exemplified in noble purpose and right living. The story sets forth the real essence of faith in God, love of men and sound living."

And so the clergymen of Chicago, with the co-operation of the Herald and the publishers of the book, invite you to be present and to bring your family—your boys and girls especially—to share the lessons of the modern Galahad, who said: "Many Alices at Minot House ... regarded me as a kind of Galahad Knight. They don't call him it, but they realize on a quest of the Grail. Maybe it isn't the same Grail for everybody, but I guess it amounts to the same thing."

That's true, isn't it? Hasn't each one of us some splendid ideal, some unselfish impulse (perhaps as yet unexpressed) for service to our fellows? Of course we have—and hence

"Sir Galahad Sunday"

will be observed tomorrow in a score of Chicago churches of various denominations, with special discourses on

CHRISTIAN LOVE AND SERVICE

The Modern Quest of the Holy Grail

On Sir Galahad Sunday in these churches we shall be met together for uplift and inspiration thousands of men and women and boys and girls. And, he lessons brought out in these special sermons will be the lessons of

Helpfulness and Knightly Service
Faith as of a Little Child
Our Place and Duties as Citizens
Our Obligation in Respect to the Saloon
Our Characters as Influenced by What We Read

In other words, each of us, on "Sir Galahad Sunday," may gain the inspiration to devote his life anew to pursuit of steadfast and unselfish

What is the Holy Grail? It is not Cup of Christ. It is Achievement. Human Life at Its Noblest. Abraham Lincoln and Robert E. Lee and Helen Keller and Jane Addams and Florence Nightingale and Clara Barton and Frances E. Willard—these are the names of some of those who have "found the Galahad life" in modern days.

You who are so lovingly watching the development of your children—who, now with anxiety for them, the demoralizing agencies that surround the daily life of the children and with eagerness for ... Forward ... on behalf of every influence which makes for the safeguarding of our homes, ... to encourage and support this movement for a "Sir Galahad Sunday," by speaking of it to your friends and by attending one of these inspiring and helpful services tomorrow!

You and Your Family Should Hear One of These Leading Clergymen TOMORROW!

North Shore Cong. Church, ... Rogers Park M. E. Church, ... North Shore Baptist Church, ... First Ev. Luth. Immanuel Church, ...

Pacific Church, ... Tabernacle Baptist Church, ... New First Congregational Church, ... St. Paul's M. E. Church, ...

Church of the Redeemer, ... Olivet M. E. Church, ... Church of the Redeemer Unit., ... Armitage M. E. Church, ...

Plymouth Congregational Church, ... Woodlawn Baptist Church, ... Windsor Park M. E. Church, ... Irving Park Boulevard Church, ...

Pilgrim Congregational Church, ... Immanuel Baptist Church, ... South Park Avenue M. E. Church, ... Washington Park Cong. Church, ...

Page advertisement from Chicago *Herald* advertising a "Go to Church Sunday." The idea has been used in many papers and might be adopted with profit by many Canadian publishers.

religion, but they demand that the demonstration shall be thorough, and the goods honest. And no man and no body of men can write the copy that will "sell" religion who neglect to ascertain by the closest possible contact and enquiry the mind of those whom they wish to reach and persuade.

HOW TO ADVERTISE RELIGION

As PRINTER AND PUBLISHER sees it, the advertising of religion should be along the lines of commercial advertising: free booklets should be offered to all desiring them, and correspondence should be invited. A follow-up system should be devised and used, and the "prospect" should be directed to the Church or institution where he can obtain the brand of religion or the kind of teaching or help to which he inclines.

This matter of the advertising of religion suggests the advertising of politics, of citizenship, and of benevolence. They are all closely related in their essence and objects: their mission is to alter, or establish, or create a mental attitude, to stimulate men and women to the point of decisions and action, to lead them to identify themselves openly with others of like mind, and to contribute of their time, service and money to the promotion of the faith and objects of the church or party or movement or charity to which they may be led to ally themselves.

Any publisher or others wishing to know more about the Baltimore campaign should write to Mr. Arthur G. Turner, of the Baltimore *News* under whose personal direction the Baltimore campaign was conducted, and who is the editor of the book which reproduces the original series of advertisements which appeared in the Baltimore *News*.

Munsey Sells a Newspaper for $4,000,000

FRANK A. MUNSEY has sold the Baltimore *News* and the Munsey Office Building in which it is published for $4,000,000.

Thus is completed another paragraph, if not a chapter, in the life-story of a remarkable man.

Mr. Munsey was 61 years of age on August 21. He was born in Mercer, Me., in 1854. When 17 years of age he began to work his way through college while employed as a telegraph operator.

It was while engaged in this work that he began to dream of becoming a magazine publisher. He wrote some stories for boys and one day met a man who agreed to furnish the capital to start a magazine in New York for young people.

HE STARTS HIS FIRST MAGAZINE

With his belongings and manuscripts of several stories packed in an old-fashioned carpet bag he landed one day in Manhattan, where he hired a loft in Warren Street, furnished it with a cheap table for a desk and a few plain, wooden chairs and started the *Golden Argosy*, of which for months he was editor, contributor, office boy, business and advertising manager.

He had been in business only a few weeks when he discovered that his backer had proved false to his promises and he was left in the big city without money and without credit. Most young men would have been disheartened and discouraged to be thus deserted, but not young Munsey. He worked in the office by day and wrote continued stories by night. He found a publisher who would trust him and by working twenty hours a day managed to score a success for the *Golden Argosy*.

MR. MUNSEY'S CAREER

Mr. Munsey's career during the past 30 years is well known. He has established half a dozen successful magazines, has owned the New York *Daily News*, Boston *Journal*, Washington *Times* and the Baltimore *News*, and conducts a chain of grocery stores, and is the majority stockholder of a trust company in Washington. In the newspaper field he has lost hundreds of thousands of dollars, but as a good sportsman he has taken his losses without a whimper. His magazines, on the other hand, have been gold mines. He has been unusually fortunate in his stock investments, and his grocery stores pay handsome dividends. Just how much money he is worth no one knows except Mr. Munsey himself, but at any rate he is in the multi-millionaire class.

Value and Opportunities of the Editorial Page *

Is the Editorial Page Read?—Is it Worth While?—Making Weekly Newspapers More Interesting—The Pest of Politics

By JOS. T. CLARK

IN SPEAKING on "The Value of an Editorial Page," one who writes editorials is bound to feel that he is on the defensive. He is sure to feel that he is called upon to justify his existence. The fact that I am attempting to prove this thing shows that there must be some doubt about it.

Among news men in the offices of daily papers there is, of course, a scarcely veiled contempt for the editorial page and those ancient mariners who hold forth in that part of the paper. The reporters see no reason why their own interesting copy should be cut down by the city editor, while an editorial, a foot and a half long, appears in the same issue about "The John Sandfield Macdonald Surplus" or "The Situation in the Balkans." The telegraph editor sees those editorials, too, and growls over them as he tears up the proof of an excellent murder story from the Southern States. On the news end of the paper everybody begrudges the editor the space occupied by nice, leading editorials, and what the men on the advertising end of the business would do to the editorial page, if they had their way, nobody knows.

Sometimes it is said that nobody reads editorials, except the proofreader, and he gets paid for doing it. It may be so in some cases, but those who write editorials have discovered that if they say anything in an article that should not have been said they hear about it quickly enough, from ten directions at once. This leads one to believe that there ARE people who read editorials or look them over, anyway.



JOS. T. CLARK,
Editor, Toronto *Daily Star*, who discusses in the accompanying article in a vivacious yet thought-provoking way the value of the editorial page.

EDITORIAL PAGE READ BY SOME

There is one class of readers, however, who seem to devour editorials, and turn to them in preference to anything else. I refer to those who write editorials for other newspapers. They read what you write in order to quote you approvingly or in order to pull you limb from limb and expose you to the world for what you are. A man writes a political article in Halifax; somebody takes in up in St. John; Montreal takes a whack at it; six newspapers worry it for three days in Toronto; Port Arthur, Winnipeg, Regina, Calgary, Edmonton, Vancouver and Victoria—they all take a turn at it, until finally the Halifax editor who started it sees something about it in a Kamloops paper, thinks the subject a rather good one and sets it going again. These transcontinental "symposiums" must have their value.

However, it is often said that people do not read editorials, and while editors know better, at times they do not feel any too sure about it. A man writes a flaming article, sees it go to press, sees thousands or tens of thousands of copies of it printed and sent forth into the world, and he sits back and waits; then he sits farther back and waits some more, but nothing at all happens as far as he can learn. The stream of life flows on.

A colleague of mine says he has long looked for the day when on a street car he should see a man actually reading one of his editorials. He tells me he has always been disappointed. Always he sees men reading something else. An intelligent-looking man will enter a street car and pull out a copy of the paper—how intelligent they look, these people who read our paper—and my colleague tells me he watches the man, naturally expecting that he will at once turn to the editorials and enjoy himself. But no; he glances over the big headings on the front page, picks his way along page by page, scarcely pausing anywhere and settles down solidly on the sporting page. When the editor looks to see him reading an article in which he has struck a blow for the right, he sees the man instead reading how Jack Johnson has struck a blow with his left.

THE BEST NEWSPAPERS HAVE THE BEST EDITORIALS

It is not easy to prove that an editorial page, or an editorial column or two, has a high value to a newspaper, but I will say this, that you generally find that the best newspaper is the one with the best editorials. Whether the editorials make a paper what it is, or whether the success of a paper enables it to afford the editorials, may open the way for a dispute. I have always been a great reader of the provincial press of Ontario. Like most editors, I love to go through a pile of exchanges, and skim along seeing what kind of work editors and publishers of my acquaintance are doing. The best weekly papers in Ontario are, I think, without any doubt, those which contain editorials that most freely express opinions off the editor's own bat.

There are country weeklies which possess no interest at all for strangers. They may be filled with local news, and local news is to the district weekly what world news is to the metropolitan daily—it is the main thing in each issue, and must be there or the paper will be side-tracked. But there are other weekly newspapers in the Province

**This is the text of an address delivered by Joseph T. Clark, editor, the Toronto Daily Star, before the Daily Section of the Canadian Press Association at its recent annual meeting.*

which, in addition to the local news, have editorial work in them that makes them readable anywhere. These papers have personality. They give you the impression that there would be somebody at home if you called there, somebody with character and ideas, and not merely a printing plant for turning out a publication filled with whatever news district correspondents sent in. A good paper is one that gives the news and then shows editorially that it knows what it all means and has some idea as to whether we are drifting, and the courage to advise that we either backwater or pull ahead with confidence.

THE PEST OF POLITICS

Perhaps the editorial page would have more value if the editorials were more valuable. It is the tradition in editorial writing that politics are to be discussed. And it is done endlessly. Editors discuss politics when nobody else in the city or country is bothering about such matters. I do it sometimes when I should not, and I don't know why. I know better, yet I fall into it or am provoked into it by some particularly one-sided article in a contemporary. It is a vice that, I suppose, many editors struggle against.

Two men live in Toronto side by side and have occupied adjoining residences for several years. One of them is a Liberal and the other a Conservative. They have talked on a thousand subjects, but it is only by hearsay that either of them knows the politics of the other. They do not talk politics, because neither of them thinks about politics from one year's end to the other unless an election comes along. Both of them take newspapers that are forever whacking away at politics, but whacking in vain if the object is to arouse either passion or prejudice in these men or men like them. They prefer to talk about flowers and gardens, and children and dogs, and diseases, or the real news of the day, the amusements and games, the business and events in which all men are always interested.

It may be that there is too much political controversy on the editorial pages of the newspapers and that the value of editorials and the page they are printed on would increase if editors were to spring more surprises on their readers so that nobody would know what the editor would be discussing without turning to the page and reading it. Every other department in a newspaper seeks to attract the eye and the interest. Why should editors, when they write editorials, always try to make it appear that they are solemn old owls when they are nothing of the kind?

School of Journalism

AMONG recent issues of the admirable Bulletin series published by the University of Missouri is one devoted to an announcement of its School of Journalism for the session of 1915-1916. This Bulletin is endowed with special interest to Canadian publishers at this time in view of the discussion on the matter of a School of Journalism for Canada, as this was presented by Dr. Falconer, President of Toronto University, and others at the recent annual meeting of the Canadian Press Association. In passing it may be said that the University of Missouri grants a B.J. degree—Bachelor of Journalism.

A student who has already had the required college training may complete the professional work and win his degree in two years, while a freshman entering without previous college training may complete the entire course, both college and professional, in four years. Provision is made for the training of persons of over 21 years who have not fulfilled the regular entrance requirements; but these cannot receive a degree.

GROUNDED IN TECHNICAL PRINCIPLES

Besides acquiring a background of knowledge, helpful in any calling and essential to the highest success in journalism, through courses in history, the modern languages, political science, economics, logic, psychology and the like, the student is grounded in the technical principles of his craft—and practises what he learns while he is learning it.

The School is organized like a newspaper office and hence has something of the newspaper atmosphere that can best be given when work is being done for an actual newspaper. At the Missouri University are courses in newspaper management, in publishing and advertising, all conducted, as far as practicable, on the laboratory plan. The student of advertising is taught principles of advertising, but he must also go out on actual assignment and get advertising, just as the student in the reporting classes must, on actual assignment, get news. He is taught how to write this advertisement and how to display it; and then, when the advertising has appeared in the newspaper, he faces for discussion the question: Has this advertising paid the advertiser, and why?

A complete photo-engraving plant is maintained by the School. The purpose is not only to make engravings for newspaper use, but to develop the news sense of the student in the choice of pictures for publication.

A REAL NEWSPAPER

Circulation problems are considered. Newspaper management is discussed. The School's publication, the *University Missourian*, must come out on time, must catch the mails, must have enough subscribers and carry enough advertising to meet publication expense. The ethics of journalism is taught. The newspaper must be representative of the best in journalism, and yet pay its way.

The School has a Faculty made up of professors of the history and principles of Journalism, the theory and practice of Art, the theory of Teaching, English, Philosophy, Newspaper Jurisprudence, Political Science and Public Law, History; and instructors in Advertising and Photo-Engraving.

Canadian publishers desiring further information in regard to the University of Missouri's School of Journalism should address Walter Williams, LL.D., Dean, Faculty of Journalism, University of Missouri, Columbia, Missouri.

In this same connection it is interesting to note that with the opening of the Illinois University its school of journalism will be enlarged to include a daily newspaper, operated by students under the direction of Professor H. F. Harrington, a graduate of Ohio State and Cornell Universities and late of the faculty of the University of Kansas.

Wanted Sunday Papers

THE Hon. I. B. Lucas was waited on by a deputation of six Windsor citizens who asked that he authorize the sale of American papers in Windsor on Sunday. The secretary of the Lord's Day Alliance opposed the application, pointing out that it was specifically provided in the Federal laws that foreign papers could not be imported or sold on Sunday. As the law seemed clear on the question, Mr. Lucas could not take any action in the matter, and if the papers are sold prosecution will follow.

Two Helpful Competitions for Ambitious Printers

A Conundrum for the Estimator Man — A Challenge to Compositors — Prizes for Two Good Men — A Little Homily on Character

A MAN went into a print-shop and asked for a quotation on the following job:

Booklet: 64 pages and cover. One color for each. Quantity, 2,000. Size of page, 6″ x 4½″, or thereabouts. Type page, 2^1_2″ x 4^1_2″.

Words in manuscript, 15,000. To be set 8 or 10 point, as may be thought best. No illustrations or ornamentations, other than a stock tail piece. Title page and table of contents. Chapters with captions and initials.

Cover: Composition for 1st page only. Three words in title, with name of author. Rule border.

Stock: Body, white or cream, to cost wholesale from 6 to 8 cents, weight, say 70 lbs. Cover to be selected, to cost, say $8 to $10 a ream.

Booklet to be wire stitched.

Quote separately for extra 1,000's to be run at same time as original job.

Now, suppose that it is *your* shop that this man had entered, and you were willing to give him a quotation, what would it be?

A PRIZE FOR AN ESTIMATE

PRINTER AND PUBLISHER has a prize of $5 worth of technical books to be chosen by the winner, for the job printer, or his representative, who supplies the most reasonable quotation — not the lowest, mark you, but the one that seems to PRINTER AND PUBLISHER to be the fairest to both printer and customer.

The purpose of this competition is to give printers all over Canada a little chance to show that they know how to estimate. Accordingly it is desired that each competitor shall set forth fully and clearly just how he arrived at the figures he may quote. By doing this it will be revealed whether or not the estimate is intelligent, sound, reasonable, comprehensive; and whether or not it omits items and details that ought to be taken into account.

It is not being overlooked by PRINTER AND PUBLISHER that printing prices may vary legitimately in various parts of Canada, having reference to wages, hours, distance from sources of supply, and so on. Nor is PRINTER AND PUBLISHER unmindful of this fact: namely, that many printers are not very scientific in their ways of estimating. Just the same, every printer in the land may conceivably be called upon to quote on just such a job; and if he be, he will do so. What, therefore, would *your* quotation be?

PARTICULARS TO BE NOTED

When the various estimates come in to PRINTER AND PUBLISHER, they will be looked into very closely and analytically by competent judges, and a report will be made in the December issue. This report will prove a helpful document to all printer readers of PRINTER AND PUBLISHER, and will have added interest and value to those who actually take part.

Names and addresses of those competing will not be published, except in the case of the winner of the prize.

All entries must be received by PRINTER AND PUBLISHER not later than October 25th.

PRINTER AND PUBLISHER trusts that at least one hundred entries will be received. It is good practice to take part in a competition of this sort, since every estimator is put on his mettle to submit a figure fair alike to him and the customer. The prize offered is not the inducement; it is intended rather to be a modest souvenir of an interesting event.

A last word: DO IT NOW.

Brother, a live mouse is better than a dead lion.

You will admit, brother, that you can sell a little more every day; that is, now have the goods and the salesman. What you lack is customers, or larger orders from your customers.

There you have it: More customers and larger orders from the customers you have.

Is it not true, brother, that you regard with contemptuous pity those unenergetic, dull-witted, small-calibred, little chaps in business who just wait and wait and wait for business to come to them? You know perfectly well that a little more noise, a little more energy, a little more salesmanship would increase the business of these piking little traders 50 or 100 per cent.

Hold, brother! There's a mote in your eye. You're in the same condemnation. Of you, also, it may be said that if YOU made a little more noise, used a little more energy, and employed better salesmanship in YOUR business, you, too, could increase YOUR business from 50 to 100 per cent.

Perhaps you won't see this when it is applied to yourself—perhaps there's a beam in your eye.

The non-believer, the man with a limp spine, the "It-can't-be-done" man would never be given a chance to build the Panama Canal, to lead an army, to captain a battalion, to resurrect a sinking cause, or to manage a crew of men. The men who do things in this world are men of faith, grim-lipped, resolute, of the never-say-die type.

Brother, in YOUR business make a little more noise. Which means use more printers' ink (or advertising). Printers' ink (or advertising) is the finest bell ever rung, the most persuasive gentleman who ever wooed a reluctant will, the gentlest conqueror who ever besieged a citadel.

Printers' ink (or advertising) can and will attract new customers and can make old customers buy more.

Brother, let us show you how Printers' ink (or advertising) can be used by you to increase YOUR business.

JOHN TYPEHIGH & SON,

100 MAIN STREET, OWEN SOUND, ONT.

Text for a Printer's Circular or newspaper advertisement. PRINTER AND PUBLISHER offered a $5.00 prize for the best handling of this copy in the form of a real, live circular issued by a Printer in his own community to sell his own services.

A COMPETITION FOR COMPOSITORS

Here is another competition—this time for compositors. In the accompanying boxed panel is the text or copy of an advertisement for printers and publishers. The idea is that the printer shall put this copy into a circular, or the publisher into a newspaper advertisement—this for the promotion of business. The signature, John Typehigh & Son, and the address are to be replaced by the name and address of the printer or publisher.

This copy, if made into a circular or newspaper advertisement, should have some results. Printers need to send out a printed advertisement—one calculated to persuade those who receive it to employ printed matter for increasing *their* business. Publishers likewise must advertise advertising—must sow the seeds of the crop they wish to gather.

The text or copy in the accompanying panel is offered by PRINTER AND PUBLISHER as the material to be used. The printer may give this copy any treatment or dress he chooses—a bold circular printed on one side, or on

both sides; in one color or two colors. It may be made into a 4-page or a 6-page leaflet; or into an envelope "Stuffer." All this is for each individual printer to determine for himself.

TREATED AS A NEWSPAPER ADVERTISEMENT

In the case of the newspaper publisher, he also is free to use this copy as he chooses, making it occupy any size space he fancies. It may be—should be—that the publication of this prickly text will pierce to the quick some thick-skinned and complacent non-advertiser, and incite him to get out of the coffin of his deadness.

A PRIZE TO PRINTERS

A prize is offered by PRINTER AND PUBLISHER to the printer who submits on or before October 25th, the best treatment of this copy. The prize will be $5.00 worth of technical books to be selected by the winner.

PRINTER AND PUBLISHER desires that many printers will participate in this modest trial of skill. The aim of PRINTER AND PUBLISHER is two-fold: first, to help progressive, ready-to-try-it printers with good selling copy; and second, to reward in a pleasing, if not an extensive way, the man who does better than others in his striving to do good work.

Heaven helps them who help themselves. Those with grit to try are they who succeed in life. The man that Heaven shuns, and the world also, is that listless, sluggish-blooded, what's-the-use creature who is waiting for death to remove him from a world which he neither adorns nor serves.

Of what stuff are you made—reader of these words? Are you a leaner or a lifter? If a lifter, take part in these two competitions.

Know Your Costs

THE sure way to get profit you really need—the profit you must have in order to get a profit—is to know the facts of your business instead of guessing at costs and profits, or profits that are supposed to exist.

Here are a few of the profit-figuring rules set down by the National Association of Credit Men. They are the boiled down wisdom of many business men of large experience.

Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive of renting or leasing it to others.

Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular pay roll.

Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage, or any other cause.

Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear.

Charge amounts donated or subscriptions paid.

Charge all fixed expense, such as taxes, insurance, water, lights, fuel, etc.

Charge all incidental expenses, such as drayage, postage, office supplies, livery or expenses of horses and wagons, telegrams and telephones, advertising, canvassing, etc.

Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.

When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books and you will have your total expenses for the year; then divide this figure by total of your sales, and it will show you the per cent. which it has cost you to do business.

Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

Go over the selling price of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis and talk it over with your competitor as well.

All the above may involve the engagement of a real bookkeeper, one who can do all of the above lines of accounting, but it will pay to do this very thing.—*The Coach.*

Talk Value—Not Price

THE lower the price of a piece of printing, the lower its value as a selling power; the higher the price the greater its value as a silent salesman. And there are a few human salesmen in these days whose visits have not been anticipated by the printed word.

Printing costs more to-day than it did a few years ago. Not that a thousand letterheads cost more than formerly, but where a thousand letterheads were used formerly, 10,000 are used now. The entire printing bill of any concern increases with the years. And the work of the real printer who is well on to his job yields profits to the buyer far in excess of slight difference in cost values.

The difference between cost values and potential creative business values grows daily. Three printers may bid $300, $400 and $500 on the same job, and it is possible that the $500 product will bring ten times better results than the $300 job. The $500 job may often be the most efficient of all. Talk value—not price.

Of course it takes courage in a buyer to pay a high price for a job when Mr. Cheap Printer assures him that he can furnish an equally efficient piece of work at half the price. The buyer must be taught to appreciate the points that make the difference; higher grade of paper, better ink, careful and attractive composition, novelty and beauty in arrangement, perfection in half-tones and presswork, attractive cover, clean binding and prompt service.

It will invariably be found that the low price means a correspondingly low product. Everything done on the work is done at high pressure; rush, rush, everywhere. Who wants a rush shave or a rush haircut, or a rush dinner; then why a rush printing product? Of course, a booklet is still a booklet, a shave a shave, and a rush dinner is at least a dinner. But what a difference—the catalogue is a catalogue in name only. The cheap booklet influences little, if any, resultant business. Talk of the pulling power of the printers' product—its value; and avoid price as long as possible as one would avoid a plague.

For the cut-price printer is a veritable plague in the industry. Talk value—not price.—*Chas. H. Tice.*

It is over six months since we were in another shop, and have only seen one printer in the meanwhile. What your paper means to us can only be understood by one who has suffered this way. From our windows we can see the open country in all directions, there not being enough buildings in our village to obstruct the view.

LEONARD D'ALBERTSON,
Publisher, the Chauvin *Chronicle.*

A Space-Buyer's Plain Talk to Publishers*

Publishers of Trade and Class Papers and Their Mission Defined—What the Advertiser Wants and Needs to Know—Letting the Spot-Light Fall on Dark Places—Special Editions—The Value of the Written Appeal

By MARGARET PENNELL

Space Buyer for the J. J. Gibbons Advertising Agency

WHAT does the advertiser need to know about his news, trade or special paper? I would supplement this by asking another question: What is he told, first through the paper's representative; second, through correspondence or the written appeal?

What is a trade paper? And for greater convenience in mentioning the trade paper, I have in mind, not merely the essentially trade or technical paper, but all papers coming under the heading of class papers—religious, agricultural and magazines, any publication not directly under the classification of daily or weekly.

IDEALS IN TRADE AND CLASS PAPERS

The publication should be an accessory to the manufacturer's sales organization, the medium through which the retailer or a certain section of the public is brought into contact with the product of the manufacturer: a grocery paper should obviously reach the grocery trade; a contracting paper, contractors and engineers; a religious paper, people especially interested in their church; a farm paper, progressive farmers. Through it, publishers undertake to educate a particular section of the public, and to present to it the commodities of certain advertisers who have goods to sell that they especially need; and they agree to give both subscriber and advertiser value for the money they receive.



MISS MARGARET PENNELL,
Space Buyer, J. J. Gibbons Advertising Agency and author of the accompanying excellent paper on "What The Advertiser Needs to Know."

The trade paper can help the advertiser by instructing the retailer how to help himself, to identify himself with his own town, to interest himself in all its public problems. The growth of the retailer's business depends upon the growth of the community and its impression on the outside world. If it is slow it is passed by; if progressive, the town thrives and the merchant benefits.

The merchant can be educated to keep his store spick and span; to teach his clerks to be tidy, courteous and truthful; to handle his customers in such a way that he not only holds **their** trade, but through it reaches other customers. He should be interested in the way he puts up his goods; in the way the manufacturer puts them up; in the advertising of the firms whose goods he handles. In fact, there are hundreds of ways in which a class paper can co-operate with its merchant readers.

Through the agricultural publication the farmer comes in touch with labor-saving devices, with luxuries within his reach, and with necessities he thought were luxuries. The religious paper can be made a factor in advertising, so that when it is presented to the advertiser he won't use it just because he is a Methodist or a Presbyterian, but because he knows its value to him. The advertiser requires this co-operation, and needs to be told about the publisher's work. The average manufacturer, busy eight or nine hours every day attending to his own business, usually depends upon his sales staff to sell his output, and advertising to him is supplementary—it is just a little lubricant, and this feeling on his part is largely due to the indefinite statements made him by the publishers themselves.

HOW TRADE AND CLASS PAPERS ARE REGARDED

This is a young country. Some publishers have sought the patronage of the manufacturer on the ground that their publication was of material benefit in the uplifting of the particular trade or class to which they cater, and that while they admit the manufacturer will not get direct results, yet the educative work they do enables their public to better appreciate the manufacturer's goods. This line of approach is not so prevalent as formerly, but many of the present advertisers who have been here some time have grown up with the country, and consider themselves as having contributed most of the money originally invested in the establishment of many of our trade and class publications. Unfortunately, some of them are still inclined to look upon the press as a species of graft, just because they have not been taught to expect definite results from their expenditure. This is evidenced by the lack of intelligent display copy used in many of the papers. Advertisers don't realize that a high-class copy man is just as superior to an ordinary copy writer as a high-class salesman is to an order taker, and that their advertisements should just as truly represent the manufacturer's goods as does the salesman.

Some publishers have tried to remedy this by establishing copy departments of their own, but are handicapped by the fact that the man writing copy for a number of competitive manufacturers is naturally not made conversant with the secrets of each business—they are not divulged to him. Then again, my observation has been that much of the work of such copy departments has consisted of clipping advertisements from United States and

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**Paper read by Miss Pennell before the Trade and Class Section of the Canadian Press Association at its annual meeting.*

British publications, and changing the name to that of the Canadian manufacturer. This has been pointed out from time to time to the advertiser, but he says, "It is a matter of indifference. I don't expect returns anyway, and if I did I couldn't get them."

DANGERS OF A COPY SERVICE

While on this subject of copy writing I will tell you of an incident that came under my knowledge, and which I will leave with you for your own inference: One of the members of our staff was formerly advertising solicitor for a very prominent U. S. magazine. He had been a very good copy writer in England, and in checking over the advertising appearing in the magazine, he came to the conclusion that some of it was very poor, and felt he could write much more effective copy. So he prepared some brilliant material. He was very proud of the finished product, and submitted it to his advertising manager, expecting some pats on the back. To his amazement, instead of the bouquets, his chief tore the copy into many pieces which he promptly consigned to the waste paper basket. Horrified, he inquired the reason, and was told that if he was ever found submitting any copy to the magazine advertisers he would be fired on the spot. He naturally again asked why, and was given this explanation: When an advertiser complained of lack of results he was answered: It is a wonderful paper; all of their other advertisers told of splendid returns; in fact, it was unusual to have anyone fail to get results; and the only conclusion they could come to was that there must be something wrong with the copy; the advertiser had better change it, and, if necessary, change his advertising agent.

Somebody had to be blamed, and as the paper appeared prosperous and carried lots of advertising, the advertiser generally accepted this view: namely, that the magazine was alright, but that his copy must be all wrong. If the magazine were to establish its own copy department, what answer could it make the advertiser?

NEWSPAPERMEN ARE POOR PUBLICISTS

It seems to me that what the manufacturers of this country need is that publishers should make a more intelligent solicitation of their advertising and deal with FACTS. In this connection you might be interested in the following quotation from an address given by S. W. Gorman, general manager of N. W. Ayer & Son, Philadelphia, before the Associated Advertising Clubs in Chicago. Mr. Gorman said:

"Basically, a newspaper man doesn't believe in advertising. If he ever does get his courage screwed up to the point of printing an ad. in his own paper (where it costs him absolutely nothing and generally earns him a reward proportionate to its cost), the ad. is usually the poorest example of advertising in the paper—poorly written and poorly arranged typographically—a bunch of brag and bluff and bluster of a sort that would send any business house into bankruptcy if it adopted publicity of a similar type. You preach to advertisers that it is bad policy to knock competitors. Some of you go so far in the interests of the welfare of advertising that you censor copy and rule against too critical statements. But most of the typical newspapers' own announcements that I read inspire me with an active regret that our libel laws are not more stringent and vigorously enforced."

My object in quoting this is to emphasize the fact that as a rule, newspaper men are poor publicists, they are poor advertisers, and don't appear to believe in the efficacy of their own goods. In other words, they seem to lack knowledge plus enthusiasm. Imagine the representative of a high-class hosiery house showing a buyer a pair of 10c stockings as a sample, or a traveller for a high-grade cigar offering a 5c one, with the statement that he carried others better! Highly imaginative, but it appears to be just what some publishers are doing.

THE CONUNDRUM OF CIRCULATION

Probably the first question the advertiser will deal with will be circulation—what and where it is. Many publishers now issue detailed and subdivided circulation statements; some issue sworn statements, and this is the basis of appeal. But the trade and technical press (and to them I speak especially) on the whole are as reticent about their circulation as a woman is about her age, and with much less reason. If this matter is dealt with at all, it is dealt with apologetically as though it were of no importance whatever. In fact, we have been told by publishers that if they came out with statements they would be used against them. Just how, we have never been able to find out.

Have you not often noticed that almost every paper in a certain class is used by an advertiser? He bulks them all as being about alike, and treats them the same, whereas as a matter of wisdom, instead of using six, he should be using twice as much space in three papers. Why? Just because the weak paper is not compelled by competition to divulge the actual condition of its circulation.

YOU know you have circulation. Then make it known, and ask the advertiser to demand a similar true statement from the other papers. If you do, he will waken to the fact that he should be using large space in three instead of small space in six papers. You know that two pints make a quart of milk, but nobody seems to know what constitutes 1,000 when it comes to circulation. Your readers are your goodwill; you couldn't print your paper without them, and it is **they** you sell the advertiser: they are your chief assets. Your plant may be burned down to-night, but that wouldn't necessarily mean your paper wouldn't come out as usual next week or next month. Your paper may be printed on the most up-to-date presses, on coated stock, may contain good articles; but if you haven't the subscribers you have nothing.

HOW TO STATE CIRCULATION

But what does the man whose business you are after know about all this—even if you tell him how many subscribers you have, and in a general way, where they are. What do these statements convey? If you were a traveller for a manufacturing house, would you go on the road without your samples or illustrations of them and expect to land orders? Yet it is as logical as for you to expect to sell the manufacturer or agency without your samples. Remember, first and last and always, that your goods are your subscribers. First state their quantity, then their quality, and their individual purchasing power. Talk about **them**, and the fine things you have in your paper will take care of themselves.

You cannot absolutely guarantee two or 20 replies to an advertisement. This depends upon the goods themselves and the way they are exploited. But your subscription list is something you should be able to enthuse over. Say yours is a grocery paper: Where does it circulate, say, in the East; how many grocers are there in that territory? how many take your paper. That is, is the advertiser covering well a definite portion of the field? What proportion of the entire field will he reach? What kind of people take your paper? What is their average rating or standing? Who reads the paper when it gets to its destination—the man who owns the business, his purchasing men, his clerks, or all of them?

You may say that this is unnecessary information and not asked for frequently. Yet it is information which you

need for your own benefit, if only to satisfy yourself how much circulation you should expect from certain districts. You may say you have this. Then advertise it, and make the advertiser not only need it but expect it, and get it not only from you but your competitor.

DESIRABLE INFORMATION

We believe that we have a fair knowledge of the standing and value of each specialty paper, but we have nothing from 90 per cent. of them to tell us that. We **do** receive circulars from time to time dealing with certain points, but generally they tell us nothing. One paper advertises itself as "issued in the interests of civil, electrical, mechanical, municipal, mining, railroad and structural engineers, surveyors, manufacturers, waterworks officials and contractors"—a big claim for a paper of a few thousand circulation. We are not saying it isn't true, but why so indefiite? How many civil engineers are there?—how many electrical, mechanical or municipal? Whom does the paper reach in the mines, and what kind of contractor does it reach?—the big one or the small? Whom **does** it go to, and is the advertiser assured that it will reach the people he wants to reach? No paper, as previously stated, can guarantee to sell a certain amount of goods from a certain factory any more than the best living salesman can guarantee to land a certain order; but there are certain salesmen sent in an effort to land the big contract, and similarly there are degrees in the service given by various publications.

Another paper says: "We are published in the interests of the grocery, product, provision, canned goods, fruit, flour, cereal, tobacco and liquor and fish trades." Alright. There are 20,000 grocers in Canada, 2,200 flour and feed dealers, to say nothing of the other lines mentioned. And of general stores, how many of these are reached? What is this paper's circulation as compared with the number of grocers or possible subscribers?

Analyze all this and you will find the futility of telling the advertiser either definitely or by inference that you cover the whole field, when you don't. You may cover the pick of it. If so, tell him so in a manner that proves it.

THE PUBLISHER'S OBLIGATIONS

After your circulation—quantity and quality—come other facts as interesting to the manufacturer. To what extent do you influence the retailer? Have you letters from him stating to what extent he appreciates your paper? Why so many advertisers running along without change of copy, some using the same ads they did when your paper first started—almost. Do they look after their own copy, or do you do it for them? or have they an agency? Do you take advertising for all concerns in any line, or do you discriminate? And do you stand behind the goods advertised and guarantee your readers from loss or misrepresentation? On what lines is your work with the retailer, that is, towards encouraging good window trimming, good display of advertised goods, office, factory or store management? Are they encouraged to deal in the home market, and why? Do you advocate trade-marked goods, and why? What are you doing to help the small retailer? What is you attitude towards stores who take unfair advantage of trade-marked goods, who cut the price of well-advertised, standard-priced goods? These are a few of many things in which the manufacturer is vitally interested and what he wants to learn from you, and you should be able to put them into concise, interesting and valuable form—copyrighted, if necessary.

WANTED—FACTS AND MORE FACTS

It is possible to so present your case to the manufacturer, so that even a poor canvasser can land the business.

A. W. Shaw, of Chicago *System*, in his address on "What the Agency can do for the Trade Paper," before the Advertising Club Convention, said:

> "Is it not to your advantage and to your client's advantage to find out just what kind of people the subscribers are, what their purchasing power really is, and what percentage they form of all the people similarly interested? This I know you are keen about, for I have noticed how intelligently the agent is in discriminating between mere quantity and real quality."

Now this is certainly what the agent is after, and what he wants more than anything else—FACTS. This is an age of analysis. Appropriations are being cut down to meet war emergencies. But it is also the day when the paper of the certified circulation statement and the definite tabulated information is coming into its own. Things cannot be as they have been before.

To illustrate the appeal that is sometimes made to us:

A very bright young man came into the office soliciting for a new publication. We asked him why we should advertise in it. He said, "Because it is a magazine." We asked what this had to do with it, and he said, "Your advertisers use other magazines, so they should use this." We asked him what made him think it was a magazine. He said that it was printed on the same kind of paper and looked the same. We asked him where it circulated, and he said "all over Canada." We asked him who were its readers, and he said, "everybody." We thanked him and told him to go back to his office and put it all in writing so that we could submit it authoritatively to our clients.

GETTING BUSINESS VIA THE WRITTEN ROUTE

Now, with regard to the written appeal: The letters we receive from the average publisher seeking our business incite in us a wish that someone would start a course in journalistic correspondence. Not that the style isn't alright; the fact is, there is too much matter and not enough material. How often are you asked to put your proposition in writing? To paraphrase a scriptural text, "By their letters shall ye know them." But it would be a sorry day for some of the papers if they were known only by their correspondence.

Do you know that some of your best accounts can be started in your direction by the written route? That has been our experience in our own business, and we have plenty of evidence to prove it. Some time ago we wrote a list of papers for a letter to send an advertiser whom we were endeavoring to interest, because we sometimes find that it is very effective to get such letters to submit our client at our regular conference. We ask him to read it; supplement it with some facts which it may not deal with, or some phase of the situation which the publisher would not think of; and the result has often been the securing of a little extra appropriation. We asked in our letter that they deal with circulation, a request that appeared to us somewhat unnecessary; but profiting by previous experience, we mentioned it. Almost 50 per cent. of the replies did not deal with specific facts at all, nor did they mention circulation. One reply from a religious paper, not mentioning circulation, generalized about the wealth of the denomination whose organ it was, but didn't mention how many churches there were of this denomination in Canada or how representative this was of the population.

What per cent. of the people receiving it were laymen and what per cent. ministers—just a general letter asking for the advertising. Another, also not mentioning its circulation, told of a conversation one of their men had with a prominent manufacturer who made the statement that he preferred this paper (a religious weekly, also) to the daily press which, he said, contained too much manufactured stuff to suit him. A well-known magazine likewise gaily passed the poor Samaritan of circulation by, but sent us a list of its advertisers and the opinions, not of these advertisers, but of some publishers! Another publisher quoted as the primary reason why the advertiser should use his paper the fact that its circulation was several thousand more than any other magazine in that part of the country. The agricultural papers forgot to say anything about the districts in which their papers circulate—whether their subscribers averaged men who owned their farms, or were tenants, or were paying off mortgages; what they specialized in—grain or live stock; whether their paper was departmentalized in a manner to interest the farmer's wife and children as well as himself; anything but the facts of real value that we and the advertiser were vitally interested in. The trade papers, the large majority of which did not mention circulation, gave no facts about their field apart from stating they covered it—those who did give us circulation figures did not tell us what per cent. was paid for, and how much used in promotion work. One paper told us that its field extended from St. John's, Newfoundland, to Alberni, British Columbia, and from the border line of the U. S. to the farthest North settlements; but it forgot to say it had a circulation of 10,000. Another publisher tells us that he couldn't say anything more than what we had on file (which was nothing), and preferred not to blow his own horn, but to let the distributors of the advertiser's products in his own city tell what they think about it. Needless to say, such letters can't be used by us in soliciting, for reasons that must be obvious. Yet publishers wonder why the business doesn't come along in a couple of weeks, and blame the agent.

GOOD SOLICITATION LETTERS BRING HOME THE BACON

The fact of the matter is, that if the contract depended merely on the merits of such a written appeal, the business wouldn't come at all. Either the publishers must be poor letter writers, or they don't believe in their own goods. We are optimists enough to believe that it is 75 per cent. of the former, and that 25 per cent. is in the fact that while they may believe in their paper, they don't know all they should about it, or knowing it, don't know how to present it intelligently to the manufacturer.

You know that it is sometimes hard to get the ear of the man with authority to place the contract, and that when you do, he may be feeling blue or dyspeptic and not be in the mood to consider anything, no matter how good the proposition; whereas a well-written appeal gets into his bag which he takes home at night, and is pondered over when he is in a receptive frame of mind. But before you go after his account—either personally or by mail—analyze his goods and their relation to your subscribers, and give him reasons why he should advertise in your paper—not because it is a grocery, hardware, religious, or a magazine established for 5 or 25 years, but because you feel you are reaching the people he wants to reach, and that your paper can be of material assistance to him. If you promise to write his copy, bear in mind the comments already made—in other words, deal with FACTS.

CO-OPERATION FROM THE PUBLISHER

Another of the advertiser's needs is **co-operation**—co-operation not merely from the retailer's or the subscriber's end—but co-operation directly from you as the publisher. Don't be afraid to cultivate the advertiser, to put in some time in getting his goodwill, even if you feel that the prospects of getting the order are slim; and if he places his business through an agency, don't knock the agency and say how much better service you can give. It is a reflection on his own judgment to do this. Don't waste good gray matter on thinking that the agency is sitting up evenings devising ways and means of knocking **you**, and don't be alarmed if an order you have been working on to secure direct comes to you through the agency, but rather thank them for clinching it for you.

We can't tell you every time we work on a new account and tell you to keep away—and wouldn't if we could. In fact, we'd tell you to stay right on the job. We have sometimes worked hard to get a certain paper on a list; the advertiser has held off his decision; and next day the publisher happening to walk in, gets the promise of the order—just as easy as that. Every visit and every letter from you should supplement your work on your behalf, and the advertiser needs just this co-operation—publisher and agency working together in a good-natured conspiracy to get the advertiser's goodwill and show him methods of enlarging his market and benefiting his trade.

THE MATTER OF SPECIAL EDITIONS

I don't want to leave with you the impression that we think you don't know how to solicit advertising, but I do maintain, and from experience, that there is room for much improvement in the manner in which your case can be presented to the advertiser. Some manufacturers believe you spend too much time in getting out special editions—time that could be devoted to more valuable work. We have nothing to say against a good special issue well timed—a fall and spring issue of the trade paper are undoubtedly of value. A special edition of a farm paper at times is profitable, also a special issue of a religious paper when a convention or congress is in progress. Every issue should be a special one in the sense that it deals with topical subjects. But special issues that have no reason for existing do more harm than good and just waste your and the advertiser's time.

SUMMING IT ALL UP

To sum up the criticisms of this paper: First, get your circulation analyzed, not superficially, but very definitely.

Find out facts about your field—where your subscribers are and who they are—because, as you have been reminded, they are your stock in trade; your white space is only a circular to connect them and the advertiser.

And sometimes place yourself in the place of the man whose business you solicit.

The fact is apparent, no matter how we may hide our faces from it, that you publishers of and solicitors for the trade, religious, agricultural and magazine press, are not making as much of your opportunities as you could, and are not sufficiently taking your subscribers and advertisers into your confidence. You preach intelligent publicity, but some of you forget to practise it.

Canadian Press, Limited, Holds Annual Gathering

THE annual meeting of the Canadian Press, Limited, was held September 1 in Toronto. Melville E. Stone, manager of the Associated Press, was present, and the relations of the two associations were discussed. The election of officers made but few changes in the executive. John Lewis, of the Montreal *Star*, who has been secretary-treasurer, quit that post, as he was going to the front. C. F. Crandall, of the same paper, was elected in his place.

Right Advertising Rates for Weekly Newspapers

What Advertising Costs—Present Rates for Weeklies Too Low—Rates That Break Under Pressure—Backbone as a Money Earner

By W. R. DAVIES
Publisher The Herald, Thamesville, Ont.

THE advertising rates of weekly newspapers is a question that has been discussed more or less at all Canadian Press Association meetings during the last few years. Some may think there is a possibility of overdoing it, but progress is necessarily slow. Many of us have traveled in the same old rut for so long that we are loath to leave it to try a new path. As on a matter of this kind one has to speak largely from one's own experience, I hope to be pardoned for the prevalence of the personal pronoun.

I have given the matter of advertising rates much thought, insofar as they affect the smaller weeklies, and I am convinced that we will never get a satisfactory working basis until we all agree upon a rate card graded according to circulation—*and stick to it.* My own opinion is that the pre-eminent question is not, "how high can we put our rates?" but rather, the securing of some definite, profitable, working rate-card showing a minimum that I trust every weekly newspaper publisher will adopt. In other words, we must have uniformity. This, it seems to me, is the very first essential.



W. R. DAVIES
Publisher, *The Herald*, Thamesville, Ont., and author of the accompanying article.

ASCERTAINING THE COST OF ADVERTISING

Advertising rates are a very hard thing to agree upon, because the majority of us know so very little about the cost of advertising space. Cost systems are the exception rather than the rule in the smaller weekly newspaper offices. How, therefore, can we be expected to sell a thing intelligently when we don't know the cost of it? Last year Mr. Smallfield gave a splendid address on the cost of advertising, in which he said that display advertising cost the Renfrew *Mercury* about 12½ cents per inch to produce. At the same meeting Mr. Kirkwood told us that we should get at least 14 cents an inch for local display advertising; and our past president put the finishing touch on, as it were, by declaring that any man who could not get 10 cents an inch for advertising, was digging in a dry hole, and would be better off working for someone else.

Now I don't like to view the newspaper business wholly through the spectacles of dollars and cents, because I believe that many men who, as employees were merely cogs in the wheel, have developed into more than ordinarily useful citizens when they became editors—even though it might be only of some small village weekly—and have been able to do much useful work for their community, and indirectly for the country at large. Nevertheless, the foregoing conclusions are those of men of wide experience, and are worthy of our most careful consideration. In the face of all this, however, I'll venture to say that there are scores of us in this room who have not yet achieved a minimum rate of 14 cents, 12½ cents or even 10 cents. But it is not necessarily because the hole is dry, but rather because we are digging with the wrong kind of tools.

ADVERTISING RATES SHOULD BE INCREASED

That advertising rates should be increased, no one will deny. Weekly newspapers are costing more to produce every year, and I believe that they are giving better service to the advertiser than ever before. But while the trail is being blazed by a few courageous ones, even at some sacrifice to themselves, they cannot do it all. They must have co-operation. Three years ago at Ottawa, the Weekly Section of the Canadian Press Association adopted a specimen foreign rate-card, and some put its rates into effect with the intention of sticking to them.

Several advertising agencies made strenuous objections to these rates, claiming that they were much too high, and could not be secured. A change was then made by the committee in charge, and a circular issued to the members, practically changing the minimum rates. I be that right there was made a big mistake. There are approximately some 1,100 weekly newspapers in Canada. Of these about 650 are small papers with circulations of 1,000 and less. If the rate-card adopted at Ottawa had been left in effect, and we had steadily endeavored to get it generally endorsed, the small weekly papers would to-day have had a standard rate of 10 cents, whereas, because a few agencies objected to it, the minimum recommended rate was reduced to seven cents.

I know all the old stock arguments about these rates being intended only as a minimum, and that those whose service is worth more should charge more. But if there were two papers in the same territory of similar circulation, with a diffeence of three cents in their rates, you know as well as I the one to which the advertising agencies would be apt to give their business.

THE NECESSITY FOR CO-OPERATION

To come back to the main issue. What we want, and what we must have if we are to climb to the ideal rates, is co-operation. When one is dealing with an agency, one realizes this need. I may be wrong, but I am afraid there are some weekly papers that have not yet a rate card of any kind,

**Address given by W. R. Davies before the Weekly Section of the Canadian Press Association at its annual meeting.*

and too often take what is offered them without a word of protest. I put the rate-card which was adopted at Ottawa into effect on July 12, 1912. Later I modified it in accordance with the recommendations. I never varied it to suit any agency or advertiser. On April 1 of this year I decided to jog my rates up about a cent an inch.

The advertising agencies seem to be obsessed with the idea that any rate-card can be broken, and I am afraid we have only ourselves to blame for their obsession. When I issued my new rate card last April, I came to Toronto and interviewed one or two of the agencies with which I do business. I asked quite frankly why they persisted in sending me contracts below my card rates. I drew their attention to the fact that even if my paper was a small one and did not carry much foreign advertising, what we did carry was always at card rates; so why waste stationery and postage? They replied with equal frankness that it was part of their fixed policy to send out contracts that way. It paid them. The representative with whom I was talking told me that many weekly newspapers never sent them a rate-card, and that many of the cards they did receive could be beaten down. "And," concluded the representative, "We've got to do it. If we don't get the rock-bottom price, some other firm will, and it will get the business."

RATE-MAKING AND RATE-BREAKING

Another illuminating experience was one that I had with an agency placing a certain line of advertising. They had sent me a contract which I had been forced to return. I heard nothing more from them, and as the advertising had started in nearly all my Western Ontario exchanges, I concluded that my rate was too high, and that the *Herald* was being passed by. On the advice of the traveler for the firm, who felt certain that the *Herald* was to be included in the campaign, I wrote the agency, and received a reply, the first paragraph of which read:

> "Practically all of the small-town weeklies consider our business as sufficiently attractive to warrant them giving us the minimum rate, even though the individual contracts do not run to the 300 inches called for in the schedule."

That was an entirely new proposition for me, but it did not change my attitude, and eventually the agency wrote me that "They had taken the matter up with their client, and the client had permitted them to pay me the rate I asked." All of which was very considerate of the client!

THE RATE FOR LOCAL ADVERTISING

My remarks thus far have had particular reference to foreign advertising rates. Now, just a word or two about local rates. Generally speaking, I believe our local rates are too low. Where I believe the biggest mistake is made is in not having a graded rate-card. Too many of us in the smaller places are inclined to be too easy-going with our local advertisers because we know them as Tom, Dick or Bill. But if we stop to consider for a moment, do we find these men inclined to be easy-going with us when we go into their stores to buy?

About three or four years ago I put into effect a rate-card for local advertising which was prepared for me by Mr. Byxbee, of *The Inland Printer*, Chicago, and I have never varied from it. It has made me many a dollar. It gives the rate for 1, 2, 3, 4, 5, 6, 8, 10 and 20 inches, for periods of 1, 2, 3 and 4 weeks, 3 months, 6 month and one year. A few years ago, when a man brought a ten-inch, double-column ad. in to me for one insertion, I would probably have looked at it and said to myself, "I suppose 10 cents an inch will be about right," and then said to the customer, "Oh, I guess about a couple of dollars."

The scientifically or mathematically prepared rate-card does away with any "guessing" or "abouting." Now I simply say, "Three dollars and fifteen cents," and the customer pays it. There is no argument. We have one price for all. The two factors that have contributed most to the success of the *Herald* in recent years have been: (1) an unbreakable rate-card and (2) an unbreakable price-list for the staple lines of job printing.

THE GAIN OF KNOWING COSTS

My remarks all through have been intended more particularly for the smaller papers, because I presume the larger weeklies have long ago solved many of our problems. I would like, therefore, to emphasize another suggestion for the smaller weekies. I know that as a general rule in the small office one head and one pair of hands have much to do and much to see to, but we should not be too busy to take stock of our paper occasionally.

If anyone had asked me a few years ago what my ads. averaged any week, I would not have been able to answer him, because I would not have had any idea myself. Now, occasionally, I take stock, and it is enlightening.

The *Herald* is a six-column paper with a ready-print inside. We have a strictly paid-in-advance subscription list of between seven and eight hundred. On August 12, which was an average week, the home-print side of the paper, which consists of 464 inches, carried 248½ inches of paid advertising. Of this all but 10 inches was display advertising. I found that I was getting an average price of 8½ cents per inch for it. The largest space was 25 inches, the smallest one inch. The terms varied in length from two weeks up to one year. The rates varied from 16 cents per inch down to 6 cents. We have only one contract as low as 6 cents, and that is a continuous yearly contract exceeding 1,000 inches. Eighty-eight inches of the 238 were bringing as high as 11 cents per inch.

Knowledge is power, and a knowledge of what we are doing and getting gives us backbone—and backbone is sorely needed at times and a thick skin, too. I realized this in a recent encounter. A "reader," advertising a church tea-meeting and entertainment, had been mailed to me with instructions to insert twice. It was sent to three papers in our section. When the church committee got the bills there was a slight difference. One paper had charged nothing, another 50 cents, while I had charged our regular rate and the bill was $2.50. The committee very naturally thought I was a robber, and there was a hot argument—but I got the $2.50.

WEEKLY NEWSPAPERS MUST WAKE UP

In some respects the weekly press is twenty years behind the times. We seem to lack twentieth century business methods. There seems to be no co-operation or system. In looking over the rate-card of a Bruce county paper with a circulation of 1,500, I find that the rate for inserting an auction sale list is $1.50. The *Herald* charges 25 cents per inch. Yet we have good weeklies in Ontario, I am sorry to say, that still insert auction sales notices for nothing—as a sort of bait to get the job of printing the bills.

No other business in the world gives away so much coin of the realm in a year as the weekly newspaper business. The time has come to stop it. If we are turning out a newspaper that is really a newspaper; if we are giving service to our readers and advertisers; if we have a genuine subscription list from which we have eliminated all the dead wood; if we are proud of our product; if we are convinced that our paper is a valuable advertising medium and covers its territory as it should, then we should put our rates on a profitable basis; issue printed rate-cards; and, taking the advice of Lady Macbeth, "Screw our courage to the sticking point," stick to our rate-card, come what will.

Governing Principles of Censorship in Canada*

British Censorship Plans All Ready when War Broke Out—Getting Canada Into Line—Catastrophies of History—Suppressing Canada's Alien Enemies—Editors and the Censorship—The Problem of the United States—Sayville and Tuckerton

By MAJOR ERNEST J. CHAMBERS

Chief Press Censor for the Dominion of Canada

IT IS a well-known and universally admitted military axiom, that the success of a nation in an appeal to arms depends to a great extent upon the concealment of its plans and the operations of its armed forces. According to the great Napoleon, a general who is ignorant of the enemy's doings and intentions is ignorant of his profession.

Just as it is of the most vital importance to a general to gain information as to the military movements and preparations of his enemy, and as to the spirit or morale of the hostile community, it is equally important that he should prevent his enemy from obtaining similar information as to his own army and country. Consequently he uses every means at his disposal to envelop his army and his country within the fog of war. His most powerful auxiliary in attaining that object nowadays is the press censorship.

Until the present war anything like a general censorship of the press has been unknown within our Empire; and it is an interesting fact that, before the war, in estimating their chances of successfully combating England, the German writers and strategists calculated that the pride and boast of Britons everywhere in the sacred liberty of the British Press would prevent the inauguration of an efficient press censorship, and would operate greatly to the advantage of the Empire's enemies.



MAJOR ERNEST J. CHAMBERS
Chief Press Censor for the Dominion of Canada, and Author of the Accompanying Article on the Press Censorship in Canada

THE BRITISH WAR OFFICE CENSORSHIP PLANS ALL READY

As a matter of fact the plans drawn up in advance by the War Office for an effective and thorough censorship of the press in the Home Land and in the Crown colonies, and for the censorship of cable communications throughout the world, were singularly complete and ready to put into operation the moment war was declared. Within a few hours of the time that it became apparent that war was to be declared, there went automatically into effect, from the Falkland Islands to the Yukon, a complete system of censorship of cable and wireless communications throughout the British Empire. So complete was this censorship, so immediate its application, that the machinery devised by the Austrian and German authorities for the mobilization of their reservists throughout the world was absolutely and completely upset. This is a sample of what censorship can accomplish. But I am speaking chiefly of the cable censorship. I feel specially called upon to speak of that work, because from that cable censorship was evolved the press censorship in Canada which is in operation to-day.

CENSORSHIP IN CANADA

When the cable censorship was placed in operation in Canada there was an organization already provided for it. Lt.-Col. C. Frederick Hamilton, an old Toronto newspaper man, was placed in charge of the cable censorship throughout Canada as Deputy Chief Censor, he acting under the Chief Censor in London, who is an officer of the War Office. I was quietly slumbering in the bosom of my family in the country about midnight, a day or two after that censorship was put into effect, when I was awakened by a friend and was told that I was required to report for duty at military headquarters at eight the following morning. My friend, Mr. Fred Cook, was also awakened up in the same way. When we arrived at headquarters with visions of service at the front before us, we found that we had been assigned for duty as censors at headquarters under the Deputy Chief Censor.

As it happened, the three of us in the Deputy Chief Censor's office were old newspaper men, and we particularly resented suggestions made on the street and elsewhere, of, shall I say, lack of loyalty or carelessness on the part of certain newspapers because indiscreet utterances were appearing in sections of the press. And we represented to the Chief of the General Staff, to the Minister of Militia, to the Director of Military Operations, and to other officers of the Headquarters Staff, that if they got into communication with the press of Canada the latter would respond, and the military authorities would find at their disposal all the assistance and co-operation from the press of Canada that could be desired.

We had no organization for press censorship. we had no authority practically, to go ahead with press censorship, for we were simply acting as cable censors on the Imperial world-wide cable censorship organization I have told you of.

But the press of Canada expressed itself as willing to join the military authorities and do its bit. As a result of the suggestions made by the representative newspaper editors and publishers then seen, a certain little memorandum containing rules and regulations for the guidance of

**Address delivered by the Chief Press Censor for Canada before the annual meeting of the Canadian Press Association.*

the Canadian press during the war was hurriedly drawn up and despatched to the leading papers of the country.

Within the first three or four days of the war, it became very apparent that the press of Canada was imbued with the highest sense of patriotism. But admirable as was the will and disposition of the press, there was considerable floundering and plunging about in practice. The conditions were all so novel. Newspaper men did not know to whom to appeal. They rather feared to appeal to the naval and military and even the civil authorities, and they did not know exactly what to do.

Within the first week of the war the Militia Council discussed in council the matter of the necessity of a press censorship, and the Chief of the General Staff did me the honor of coming and saying to me, "Chambers, the Militia Council wants you to start out and mobilie the press of Canada for the war. Will you go to the principal nearby cities, explain just how the press of the country can help us, and ascertain how far they are willing to co-operate."

To explain my connection with the censorship, I am afraid I must be a bit personal. I have been a soldier all my life, since I was a boy at the High School of Montreal. I have spent money and time to try to make a soldier of myself and to do my duty as an officer of the Canadian militia. I even sacrificed my professional advancement in journalism to try to give myself some sort of a useful military training. It has been my life's ambition to take part, in the field, in the defence of the Empire and of the Dominion; but I am getting afraid that it is not to be; and, although I would far sooner have had the opportunity of taking my place as a soldier in one of the units at the front, the Chief of the General Staff said: "If you can get the press of Canada to co-operate, as you say they are willing to co-operate, you will be rendering just as important a service as if you raised a battalion for the front."

CANADIAN NEWSPAPERS CONTROLLED BY ALIEN ENEMIES

Everything went along very well. The newspapers, nearly all of them, showed a disposition to do splendidly. I say practically all, for there are—or were—certain papers in this country published and maintained absolutely by German and Austrian residents which did not manifest any great zeal in the observance of the rules laid down for a voluntary press censorship.

What were we to do? The Mounted Police wanted something tangible done; the Dominion Police insisted on something being done; the Municipal Police of Vancouver, Victoria, Moose Jaw and Edmonton insisted on something being done; and the editors of the papers of Canada, editors of some well-disposed German papers—and there are German papers in Canada that are absolutely and thoroughly well-disposed and thoroughly loyal to British institutions—these men insisted that something should be done to bring the gentlemen who assumed more or less of a defiant and hostile attitude, to account.

What were we to do? I had made a general report on the result of my investigations in the Western Provinces. Complaining reports continued coming in to the Deputy Chief Censor's office. There was no authority to act. Representations were made, I do not know exactly by whom, and there was a certain Order-in-Council (P.C. 1330) brought in for the imposition of a press censorship in Canada.

CENSORSHIP AS IT APPEALED TO A NEWSPAPER MAN

I have rather wandered from my speech, but I have been anxious to explain exactly how the press censorship in Canada came to be established. I was in ignorance as to this Order-in-Council having been passed, until long afterwards. I was promised that I should have an opportunity to go to the front with one of the units then being mobilized or about to be raised. Preparatory, as I thought, to taking up the expected military appointment, I went to the country for two or three weeks for a needed rest, but I had only been away from Ottawa three days when I was called back by telegraph. I was then informed that it was proposed to establish a press censorship, that I had been nominated for the position of Chief Press Censor of Canada, and that the military authorities had given their consent.

In deciding to accept the position when it was tendered me, I was actuated not alone with the hope that I might be able to discharge a useful duty to the Empire, but also with the idea that I might render useful service to the men and women of the profession in which I had spent the best years of my life.

I might add that I consider myself pledged in a peculiar way, not only to the press but to the country, to discharge the duties which have been committed to me, regardless of fear or favor. The permanent and honorable position I hold in the public service is a guarantee that I will not lightly take the risk of acting in any indiscreet or arbitrary way or develop a disposition, for instance, to pull the chestnuts out of the fire for any political party or any interest.

CATASTROPHES AND CALAMITIES OF HISTORY

Two notable events, illustrating the disastrous effects of a faulty censorship system, are probably familiar to very many. They were drawn to the attention of the press of Canada in an article prepared about this time last year.

In 1866 when the question of Prussian supremacy over Teutonic Europe hung in the balance, and the Prussian armies, for lack of information, were checked in their advance on Vienna, a telegram reached the great Prince Frederick Charles of Prussia from London, indicating the position of the Austrian army and showing him where to attack. The information received from London had been divulged in Vienna by a high official unversed in the principles of military intelligence and press censorship, and published in a local paper. The result of this slip meant for Austria the loss of the leadership of Germany and the ultimate establishment of the present Germany Empire under a Prussian Emperor.

In the Franco-German War of 1870, Marshal MacMahon, having cleverly eluded the German armies in pursuit of his force after the battle of Worth, and thrown them off the scent, would, doubtless, have succeeded in doubling back to the relief of Bazaine at Metz, but for an item revealing MacMahon's movements and intentions, published in *Le Temps* at Paris and republished in the London *Daily News*. With Metz relieved and MacMahon's and Bazaine's armies of gallant Frenchmen united, the German army would have been truly in a perilous position.

It is too much to say that but for lack of effective press censorship in the capitals of their enemies, first in 1866 and later in 1870, Prussia would never have got so far as she did in her amazing ambition to Prussianize the world; and the world would have been spared the horrors of the war which all of us, in our several spheres of activity, are assisting to bring to a triumphant conclusion in the cause of liberty, justice, true refinement and Christianity.

FRAMING CENSORSHIP REGULATIONS IN CANADA

Although press censorship is a new institution in Canada, it is a well-known adjunct of military service in war time, and has been reduced to a system defined by certain universal rules and by regulations of local application. These rules and regulations are naturally drafted with a view to providing the most efficient censorship, from the naval and military point of view. If the censorship is inefficient it is not only useless, but dangerous, for the military and naval authorities have a right to regard the censorship screening their movements as being always in a state of complete efficiency.

I have already referred to the Order-in-Council under

which the Canadian Press Censorship has been established, and I wish to draw attention to the fact that at the time that the press censorship was put into effect, or before it was put into effect, the Honorable the Secretary of State, before even notifying me that there was any intention of appointing me to be Press Censor, sent out invitations to a number of the leading newspaper men of Canada, such as were within easy reach of the capital, to come to Ottawa and consult with him as to the details of this matter of press censorship.

The extreme penalties that were provided for—the taking possession of newspaper offices, the imposition of heavy fines, the imposition of imprisonment—were not intended to apply to well-meaning, careful, decent papers that had any sense of responsibility or loyalty about them. Consequently, I really fail to see why so many of my newspaper friends actually took offence at it.

EDITORS AND THE CENSORSHIP

Every editor and publisher in Canada has received a copy of the Private and Confidential Memorandum on the Press Censorship containing certain rules and regulations submitted to and approved by a committee of newspaper men appointed at the conference called by the Honorable the Secretary of State, and already referred to. Consequently there is no need for me to go into a detailed discussion of those matters further than to point out that the underlying principle of the censorship is that each editor is supposed to act as the censor of the matter which appears in his own paper under certain clearly defined rules. The censorship staff stands behind the editor to give him advice and to act as a channel of communication between him and the naval and military authorities, and other public officials, and the naval and military authorities make it their business to draw his attention to any slip or shortcoming which occurs in the branch of the public service, *placed in his charge*, directly concerned with the conduct of operations connected with the war.

The Chief Press Censor has always insisted upon the importance of making the censorship bear as lightly as possible upon the press, and has not failed to emphasize the importance of the sacrifice the press are asked to make.

I may say that it is the express aim of the censorship staff to avoid interfering with legitimate criticism of the government, so long as military interests are not made to suffer.

KEEPING SWEET MORSELS FROM THE ENEMY

The other day, in a certain city in Ontario, certain matter was given out for publication to a certain paper, or to papers, for all I know. This information was such as would have been quite allowable in times of peace. It was information tending to show that certain units of militia had not been promptly equipped, were not, in fact, properly fed, were not properly treated, were in fact seriously inefficient. That paragraph was taken charge of by the censor, and publication of it was forbidden. Nobody would say that the censor was not absolutely correct. True enough, it was a criticism of a public service; but, that criticism from a gentleman holding a high public position would have had more immediate effect, would have more useful effect, if sent through the proper channels, than it would when appearing in the columns of the public press. But this, after all, is a very small point connected with the whole thing. As a matter of fact the report of that paragraph republished in Berlin, as it certainly would have been—as columns upon columns of stuff published in Canada are republished in Berlin, and furbished up to suit the purpose of the enemy— would have represented the Canadian recruits as groaning under all kinds of injustice, of being compelled to make long marches without stockings and shoes on their feet, and it would have looked as if the municipal authority of one of the principal cities of Canada was in open revolt against the military system of the country. That was a thing that the censorship was perfectly justified in stopping, and this question is one about which I think the press of this country will agree with the censor. Articles of this kind are not calculated to encourage recruiting. Had I a boy of soldiering age, and he thought of recruiting, I think that would rather tend to make me hesitate about letting the lad enlist. I would not want my son to be subjected to all the hardships and ill-treatment represented by the article in question.

The press is anxious to help with the successful prosecution of the war, which is the main consideration for the moment. In so helping, the press must necessarily make some sacrifices, just as the soldiers at the front and the seamen at sea risk the greatest sacrifice of all, that of their lives. The censorship exists to direct intelligently the assistance offered by and accepted from the press. It is a duty of the Censor to see that the press is not asked to make unnecessary sacrifices, and that such sacrifices as are necessary are equally borne as far as possible.

THE CENSOR AND THE PRESS

Now, I wish to point out that the Press Censor in certain cases really acts as the champion or agent of the press.

I would illustrate this by one fact. Within the past few weeks an absolute embargo has been imposed on the publication of local shipping news along the shores of Nova Scotia, Quebec and New Brunswick. That action was taken for very good reasons, as a precaution based upon certain information which, if it had been made public, would have made the hair of some stand on end, but which was absolutely suppressed for the sake of the trade and commerce of the country, which would have been violently upset if the startling stories which came to the ears of the authorities proved to be correct.

The continual suppression of local shipping news seemed to me to entail hardship upon the Maritime press of the Lower Provinces, and, realizing my duty to the press of the Maritime Provinces, who were protesting very much against this, I brought it many times to the notice of the naval authorities, with a request that at the earliest moment the censorship may be authorized to raise the embargo. Upon the receipt of continued communications from Nova Scotia, representations were again made to the Naval Department by the Censor staff, and this resulted in this embargo being removed for the meantime. So it will be seen that the Press Censor is not merely acting as an instrument of the naval and military authorities to impose certain necessary restrictions on the press, but feels that he owes a duty to the press to see that any embargoes imposed upon news are removed just as soon as it is considered safe to do so.

I would like to refer to a few things about the censorship which are more or less of a stumbling block.

THE UNITED STATES PRESS

The activities of the United States press constitute a factor which is bound to remain a cause of great difficulty. We have to take it as we find it. There is no doubt that when we ask the Canadian papers to abstain from publishing such items as appear sometimes in New York papers, while the news in question has free and unrestricted circulation, through those papers, in all parts of the Dominion, it is subjecting all papers of this country to a sacrifice. Yet the naval and military authorities of Canada are firmly convinced that this sacrifice is of great practical utility in the prosecution of the war and in the defence of this country.

I have tried to explain in some measure, in the Press

Censorship Memorandum, the official attitude with respect to this subject. It cannot be claimed that any direct result is sure to be accomplished by the Canadian papers abstaining from re-publishing dangerous matter from the United States journals; but there is always a chance of doing damage by the re-publication of such matter, and an equal chance of rendering the Empire service by suppressing it. There are thousands of shells and bullets fired for every one which finds its billet; so the Canadian press, in aiding the Imperial cause in this country, may sacrifice thousands of readable stories, without any direct or indirect practical results, before one, the withholding of which is actually and directly useful, is suppressed.

There can be no doubt that an article published in a United States paper, which the enemy intelligence department might regard as a mere Yankee invention, and either ignore altogether or doubt the correctness of, would be considered as an authenticated statement of facts and "good intelligence" if published in a reliable Canadian paper, particularly one known to be in close touch with Government and other official service.

SAYVILLE AND TUCKERTON

Numerous questions have been received at the Press Censorship Office regarding the use of the despatches received *via* Sayville and Tuckerton. These despatches are usually mere transparent misrepresentations of facts, and are so much overdrawn that they are likely to do little damage among discriminating readers. So long as this Sayville matter passes through the hands of editors who realize the importance of considering exactly what object the originators had in view, and who carefully treat the matter received accordingly, it is difficult to see where much harm could be done. There may be a paragraph now and again (likely to influence aliens in our midst, for instance) which obviously should be suppressed; but probably oftener the Sayville service will contain a paragraph so very much overdrawn that it might be advantageous to our cause to publish it, provided it is carefuly handled and presented to the public with suitable comment, and ear-marked. There is no doubt that it is unsafe to use a line of this Sayville matter which is not clearly ear-marked, or branded as coming from the greatest lie-factory of the age.

SWEET LIBERTY'S CAUSE VINDICATED

We, censors and newspaper men, have one object in view; to do our bit towards ending this war, and ending it as it surely will, with God's help, be ended, by the triumphant vindication of the cause of sweet liberty, and by the emergence of our beloved Empire from the rough and grim ordeal through which it is now passing, renewed in strength, the self-imposed avenger of the wrongs of the weak and oppressed, the undaunted defender of the threatened liberties of all peoples worthy of their liberty; the sanctuary and citadel of a free and untrammelled press; the champion of peace with honor; unafraid because straightforward and honorable and confident of the justice and purity of its national ambitions; the embodiment of individual liberty and Imperial unity; victorious because worthy and self-sacrificing; and, as it has ever been, unconquered and unconquerable.

Newspaper Men in Session at Woodstock

REPRESENTATIVES of seven Western Ontario daily newspapers met in Woodstock in September, and discussed a number of matters of interest to the profession. Those who attended the conference were Messrs. A. R. Kennedy, Guelph *Mercury;* A. T. Whittaker, Brantford *Expositor;* E. W. Tobin, Stratford *Beacon;* B. Eby, Berlin *Telegraph;* W. J. Taylor and C. F. Hamlyn, Woodstock *Sentinel-Review;* Henry J. Foster, Galt *Reporter,* and J. E. Young, St. Thomas *Journal.*

These daily newspapers form a chain for the purpose of exchanging views and information of municipal interest.

The outcome of the experiment last season proved very successful and attracted wide-spread interest in the various cities included in the chain. The "stories" attracted the attention of newspapers in other parts of the Dominion and similar combinations are being organized in other provinces.

It was decided to widen the scope of discussions this season and the indications are that the "stories" to be provided the readers of the various journals will be of exceptional interest and value to the respective municipalities.

National Newspaper Window Display Week

IN ACCORDANCE with the plan adopted last year, the National Newspaper Window Display Week will again be conducted this year, from October 11th to 16th, inclusive. The purpose of this week is to demonstrate the growing interest of retailers in products advertised in the newspapers, and during this time newspapers all over the country will induce dealers to fill their windows with standard products of general distribution, advertised in the daily press, and to include with these displays suitable signs indicating the purpose of the movement.

The confinement of the display of goods advertised in *daily* newspapers may operate to the non-success of this idea in certain communities, and in certain cities where national advertising is scanty, the success of the idea may be still further menaced.

* * *

William A. Thomson, Director of the Bureau of Advertising, the American Newspaper Publishers' Association, has just written to say that the word "National," in the paragraph above has been altered to "International." This change was made at the suggestion of Andrew E. Murdoch, advertising manager, the *Standard,* St. Catharines.

Ontario and Quebec Bank Map

A STRIKING illustration of the financial progress throughout the two older provinces of the Dominion during recent years, with respect to banking facilities, is graphically shown in a new edition of a Bank Map of Ontario and Quebec which has recently been issued by the Department of the Interior at Ottawa. According to the information which has been incorporated in the publication the number of branches incorporated in 1901, the first year for which statistics of this nature are given, totalled approximately 500, in comparison with 2,000 at the present time. This interesting compilation of current banking information is valuable also as a railway map, showing as it does the location, on the various main and branch lines, of all towns and cities. This, together with other general information, makes the publication very useful for reference purposes.

A copy may be procured free of charge upon application to F. C. C. Lynch, Superintendent of the Railway Lands Branch, Department of the Interior, Ottawa.

The Advertising Outlook in Canada is Optimistic

Representative Canadian Newspapermen Talk for Publication—Undimished Purchasing Power of Rural Communities—Western Hopes—Confidence in Canada's Future

SEVERAL men prominent in the Canadian newspaper world contributing to a symposium of views concerning the outlook for advertising make it clear that in their opinion the coming season is going to be one of big business. In the United States the feeling is one of enthusiastic optimism. In Canada confidence among publishers and advertisers has returned.

Following are the views of representative men East and West:

ONTARIO

J. F. MacKay, general manager and treasurer, The Globe, Toronto, Canada.—"While it is undoubtedly true that business conditions have been seriously disturbed in Canada during the past eighteen months, first by the depression following undue inflation of real estate values, principally in Western Canada; and secondly by the war, I am now thoroughly convinced that the worst is over, and Canada is once more on the rising tide. In fact, it is doubtful if the purchasing power of the people of the villages, towns and townships of Ontario has been in any way reduced by the unusual business conditions prevailing generally during recent months. This province has not known what is generally termed a crop failure for almost a generation, and in addition to this, the unusually high prices prevailing for agricultural products recently have maintained almost normal conditions throughout this province, outside of the larger cities.

"As it is in the outside districts that the *Globe* finds the bulk of its circulation, we have been particularly fortunate in this respect. At the present time conditions are almost promising for a big fall business. Large war orders are serving to start the wheels of industry again revolving at top speed throughout the larger centres of population, while the farmers are harvesting one of the greatest crops on record."

BRITISH COLUMBIA

W. C. Russell, advertising manager, Vancouver (B.C.) Daily Province.—"So far as the present is concerned we have no reason to complain of the state of business. It is fully as good, even better, than we anticipated a few months ago. As to the future, that is another matter. We think we are justified in looking for an improved condition of business this winter as compared with last, but 'Don't prophesy unless you know' is peculiarly applicable to the present time when every second man you meet is a prophet. There are two big factors entering into this question.

"The war (overshadowing everything else) is one. As the British Empire is determined (no matter what temporary reverses it may sustain) to continue the struggle until Germany is decisively beaten, it is possible that peace may not be declared for two years yet, or more. That would, of course, preclude any possibility of a permanent improvement in business in the meantime.

"The other factor is the crop. As far as present indications go the crop in Canada will be of good quality and very much the biggest on record. Such a crop will make its influence felt in every line of business and cannot fail to have a steadying effect.

To sum up, we do not expect business to get worse, and we hope for an improvement. If that hope is deferred we will still remain tolerably cheerful."

EASTERN CANADA

Henri Gagnon, general manager, Quebec Le Soleil.—"If there is any truth in the old adage that 'Coming events cast their shadows before' it is my firm opinion that advertising during the coming season will justify the belief of the most optimistic of publishers.

"There is certainly every reason why Canadian publishers should expect a revival of business during the fall. Canada has recovered from the shock of war, and has readjusted her affairs to meet the unprecedented financial and industrial conditions which face the civilized world to-day. Reversing the Biblical prophesy we are beating our plowshares into swords. In other words, Canada is busy to-day forging munitions of war on a gigantic scale, thus replacing to a very large extent the losses of business which was brought about during the early months of the war.

"The chairman of the Canadian Shell Committee recently stated that the value of the orders placed in Canada for munitions would build a transcontinental railway, and this is only the beginning. Every Canadian factory which has facilities for turning out war supplies can get all the orders it can handle, and it is significant that those industries which are the very ones which suffered most on the outbreak of hostilities.

"For the first time in the history of the country Canada will this year export far more than she imports. This, coupled with the fact that the greatest harvest the Dominion has ever known is now being reaped, most assuredly shows that there is nothing wrong with Canada, and that the field for the general advertiser is at least as good as it has been in past years.

"There are strong indications that in Canada there will be quite a number of newcomers into the national advertising field recruited from the ranks of non-advertisers who now see the light of publicity shining in all its brightness.

"Special representatives of Canadian agencies who have solicited national accounts during the summer are unanimous in their reports that there will be an increase in advertising during the fall. We venture to express the opinion that, not only will old advertisers continue to use newspaper space but that the opportunities created by the shutting out of the manufacturers of enemy countries will stimulate Canadian manufacurers to replace these goods with their own product which will be advertised to make them known.

"We have no fears regarding our business derived from the United States. We already have sufficient contracts in active operation to insure that our advertising from this source will at least equal in volume what it was in the fall of 1914. Moreover, new accounts are in sight, and we believe that our business from the United States will be greater than ever before.

"It may be interesting to you to know that *Le Soleil* was one of the very few Canadian papers which increased its advertising rate this year. Many of our clients now pay us 100 per cent. more than they paid us in 1914. The fact that almost without exception national advertisers have renewed their contracts with us shows their confidence in Canada if our particular case can be regarded as a criterion."

H. A. Robert, advertising manager, La Presse, Montreal.—"While business in Montreal this summer has not been as brisk as in former years, it has been exceedingly good when circumstances are taken into consideration. We

ourselves have overcome the difficulties of the past twelve months much better than we expected to do a year ago. As for the future, I feel that we have already weathered the worst of the storm, and that there will be a steady improvement from now on. Prospects for fall advertising look fairly bright, and if our wheat crop is up to present expectations, conditions throughout the entire Dominion should be greatly relieved. We look forward to the coming fall and winter with a great deal of confidence."

Thus it will be seen that the conviction is general that the future is one of great encouragement. Other evidences of returned courage is provided in the following paragraph:

The farm press of Canada are uniting to carry on a co-operative campaign of publicity and solicitation, and will do this very soundly and aggressively. The co-operative campaign of the weeklies of Canada is bearing fruit, having caught the attention of both advertisers and agencies. The daily newspapers of Ontario are showing a disposition to unite to advertise the province of Ontario as an ideal "try-out" field for initial campaigns. For several months past fifteen national Canadian dailies have been carrying on a co-operative campaign in the United States to attract more American advertising to Canada. One Canadian advertising agency is advertising regularly in an American publication with a view to procuring more American business for Canadian publications. Another agency, an important New York agency, with a Canadian extension, recently gave wide and powerful publicity to Canada as a very choice field for the U. S. A. manufacturers to cultivate.

All told Canada is looming up larger in the American mind as a worth-while market. It remains for Canadian publishers to advance their own cause in the land of Uncle Sam—this by independent and co-operative publicity. The time to pick berries is when the picking is good.

What Canadian Newspapers Are Doing

SOME stunts, advertising schemes and other exhibits of brain waves that have come to the attention of PRINTER AND PUBLISHER this past month are as follows:

Boys and girls under sixteen were invited by the Fort William *Times-Journal* to attend a baseball game as guests of the paper. A coupon cut from the newspaper was the ticket of admission.

The *Gazette*, Montreal, published a large-space advertisement in its columns addressed to local merchants and manufacturers. The keynote of the advertisement was, "Prosperity is Coming."

An aeroplane view of the war, measuring 15x12, with metal binding and hanger is offered on the cash and coupon plan by the Montreal *Herald*.

A Roll of Honor Page in the *British Whig*, Kingston, is a voluntary recruiting advertisement. It featured the portraits and biographies of seven *Whig* employees who are now wearing the King's uniform.

The results of an ad-writing contest promoted by the *Daily Province*, Vancouver, appeared, and made a very interesting and effective series, occupying a full page.

The Calgary *Herald* ran an Ad-writing Contest page, an idea which means a second page later.

A very persuasive advertisement, to advertise advertising, was run by the Winnipeg *Telegram*. The text was the well-told story of the success of a great knitting firm—a success due to a good advertising policy well maintained.

An embroidery pattern outfit, obtainable for cash and a coupon, is offered by the Berlin *Telegraph*.

A Missing Word Contest was run by the Galt *Reporter*. This idea yielded a page of advertisements. This same idea was used by the Thorold *Post*.

Pearson's Magazine is used by the Walkerville *Standard* in a clubbing offer. Query: Is it good business?

A new portrait of Premier Borden is being distributed by the Toronto *Mail and Empire* for 25 cents and the clipped heading of the first page of any current issue.

"What Are the Seven Wonders of Winnipeg?" is a question asked by the Winnipeg *Telegram*. A competition open to children. Prizes range from $10 to $1.

The National Advertisers Display Week is being featured by the Chatham *Daily News* and other papers in the form of special whip-up advertisements.

Self-advertising of a bold and convincing kind was run in its own columns by the Toronto *Globe*. The *Globe's* advertisement of September 25th gave comparative statements of circulation in many Ontario cities and towns for 1914 and 1915.

The Ottawa *Journal* promoted a Co-operative Sale to attract out-of-town trade. Ottawa merchants arranged to refund railway fares of buyers coming from designated towns and whose total purchase amounted to a designated sum.

Ten good reasons why citiens should contribuate to the Canadian Patriotic Fund formed the text of an advertisement in the Shelburne *Free Press*.

Page advertisements to stimulate recruiting have been run by the Brantford *Courier*, the Perth (N.B.) *Victoria County News*, and other papers.

Recently a 20-page issue was published by the Aylmer *Express*. This paper has added to its mechanical equipment, is using the McCall patterns feature, is publishing Booth Tarkington's "Penrod" as a serial, and in other ways is exhibiting the presence of red blood in the veins of its publisher.

The voluntary advertising of advertising is being done by numerous publishers. Original advertisements of a high order of merit on the copy side and in the matter of their display have appeared in the *British Columbian*, New Westminster and the London *Advertiser*. The advertisements in this latter paper are signed by their writer, T. E. Walsh.

EDITORS TO THE RESCUE

The status of journalism and of advertising is occupying to no small extent the thought of editors, as witness the following:

Newspaper and Other Ideals—an editorial in the Toronto *Daily Star*.

The Price of Newspapers—Editorials in the Kingston *Standard* and the Stratford *Beacon*.

The Press and the Common Weal—Editorial in the Toronto *Globe*.

College Journals and the "Booze"—Editorial in the Toronto *Globe*.

"Advanced" Journalism—Editorial in the Ottawa *Journal*.

Increased Cost of Newspapers—Editorial in the Lindsay *Warder*.

The Publishers' Turn—Editorial in the Wapella, Sask., *Post*.

Making Newspapers Pay—Editorial in the Winnipeg *Telegram*.

The Importance of Regular Advertising was the theme of an editorial in Shellbrook, Sask., *Chronicle*.

* * *

From all of which it is clear that the business-getters and editors of newspapers are attending to their knitting.

Annual Meeting Canadian Press Association

An Historic Congress—Speakers From the United States—The Beginnings of a School of Journalism—General and Sectional Proceedings

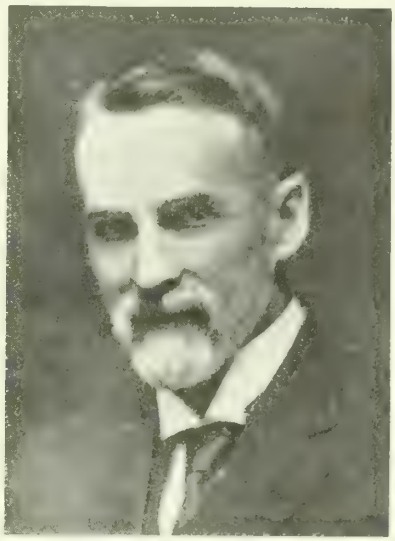
IMPORTANT newspaper history will date from the 1915 annual meeting of the Canadian Press Association, held in Toronto on September 2nd and 3rd. A Canadian School of Journalism had its roots planted at this meeting. A field secretary for recruiting the membership of the C.P.A. is a possibility. The idea of a Standard Rate-Card for Daily Newspapers was agreed upon. Standards of practice in matters pertaining to advertising were established. The standardization of circulation statements will be assured as the result of forms adopted by the various sections of the C.P.A. Also, for the first time in Canada newspaper history, a plan for a distinctively Canadian auditing organization for publishers' circulations was definitely outlined and in principle approved. Not the least important accomplishment was the taking of definite action in the direction of raising the subscription price of Canadian weeklies to $1.50.

This year's annual meeting was notable for other reasons. Distinguished men from the United States had prominent places on the program, and each gave the cause or causes for which he spoke a firmer place in Canadian thought and intention. The editorial aspect of newspaper-making had a larger recognition than usual. The presence of the Chief Press Censor for Canada, and a lengthy address from him on the principles of censorship, brought home very impressively the fact that the War had a place in this year's sessions of the C.P.A. Then, too, the participation of the President of Toronto University in the proceedings of the meeting, was another unusual feature.



HAL B. DONLY
Publisher, *The Reformer*, Simcoe, Ont. Retiring President, the Canadian Press Association

Among the conspicuous absentees this year was the manager of the Canadian Press Association, John M. Imrie, who is temporarily physically incapacitated, but fortunately not mentally so. Glowing and deserved tributes to Mr. Imrie as a man, and to the quality and importance of his work for Canadian publishers were paid by several speakers, and the hope was freely voiced that he would soon be back at his desk and work. It is gratifying to know that Mr. Imrie's administrative services have had



W. E. SMALLFIELD
Publisher, *The Mercury*, Renfrew, Ont., the newly-elected President of the Canadian Press Association.

but little interruption, since, from his "incarceration in Fergus," as one put it, in conjunction with the assistant manager, A. R. Alloway, he is giving fully of the wealth of his experience, genius and ability to the activities and responsibilities of the Canadian Press Association.

Kind and sympathetic references were also made to W. M. O'Beirne, who was forced by serious illness to give up the presidency of the Canadian Press Association. The members present did a graceful act in sending roses and greetings to both Mr. O'Beirne and Mr. Imrie.

This year's session was presided over by Hal. B. Donly, who succeeded to the presidency on Mr. O' Beirne's resignation.

The newly-elected president is W. E. Smallfield, publisher of the Renfrew *Mercury*. He was elected without a contest, testimony to the esteem in which he is held and to the very faithful and efficient service which for long years he has rendered the Canadian Press Association as an organized body, and the interests of Canadian publishers generally.

In chronicling the proceedings of this year's annual meeting, PRINTER AND PUBLISHER is not attempting to give a very minute report, leaving details and minor features to the volume published by the C. P. A., and which is the official report of the annual meeting. At the same time, there will be found in this issue of PRINTER AND PUBLISHER not a few of the papers read and addresses given at this year's meeting.

Analyzing Attendance

PERHAPS it was the Canadian National Exhibition; perhaps a feeling of optimism concerning the outlook; but whatever the explanation, the fact is that the attendance at this year's annual meeting of the Canadian Press Asso-



JOHN M. IMRIE
Manager, the Canadian Press Association. Compelled through illness to be absent from this year's annual meeting.

ciation was particularly gratifying and encouraging. Oddly enough, the West was better represented than the Eastern Provinces, though had it been otherwise, it would have been more easily comprehensible. No better evidence of the vitality of the West and of the return of prosperity to this part of Canada could be desired than the satisfactory and representative delegation of Western publishers.

A feature of the attendance worth noting was the presence of so many publishers of weekly newspapers. Weekly newspaper men are awakening as never before to their own importance as providers of news and as publishers of advertising, and the assertion of themselves and of their place of power among publishers is one of the good signs of the times.

An analysis of the attendance is herewith given:

	Representing Dailies	Representing Weeklies	Representing Class papers	Representing the Business and Technical press	Total
British Columbia	1	1	0	0	2
Alberta	3	2	0	0	5
Saskatchewan	0	8	0	0	8
Manitoba	3	4	0	0	7
Ontario	38	82	11	16	147
Quebec	5	4	0	1	10
New Brunswick	1	2	1	0	4
Nova Scotia	1	0	0	0	1
Prince Edward Island	0	0	0	0	0
	52	103	12	17	184

The Proceedings of the General Sessions

Hal. B. Donly, President, occupied the chair. The reports of the directors, manager and advertising committee were presented and adopted.

There followed an address by W. A. Thomson, Director of the Bureau of Advertising, American Newspaper Publishers' Association on the subject: "How Publishers Can Co-operate in Developing Advertising." This address is reproduced elsewhere in this issue of *Printer and Publisher*.

MADE-IN-CANADA MOVEMENT

The discussion on the question: "Has the Press of Canada gained or lost by promoting the Made-in-Canada movement?" was remarkable for the general lack of enthusiasm which might be supposed to attend such a discussion.

The opinion that the Made-in-Canada movement, so far as newspaper publicity was concerned, was unfair to American and British advertisers advertising in Canada was vigorously applauded.

FREE PUBLICITY

Geo. E. Scroggie, advertising manager, *The Mail and Empire*, Toronto, in opening a discussion on the "Evil of Free Publicity, and What Can Be Done to Eliminate It," said that he knew of nothing that had injured the publishing business in all its departments so much as had free publicity, and urged co-operation among publishers to stamp it out. He thought that this same spirit and practice of co-operation could and should be extened in other directions—in the matter of credit information, attempts by an advertiser or agency to break rates, and in the matter of charging for excessive quantities of proofs and for matrices.

PRESS CENSORSHIP IN CANADA

Major Ernest J. Chambers, Chief Press Censor for the Dominion of Canada, was present and gave an eloquent and extremely interesting address on the Principles of Press Censorship.

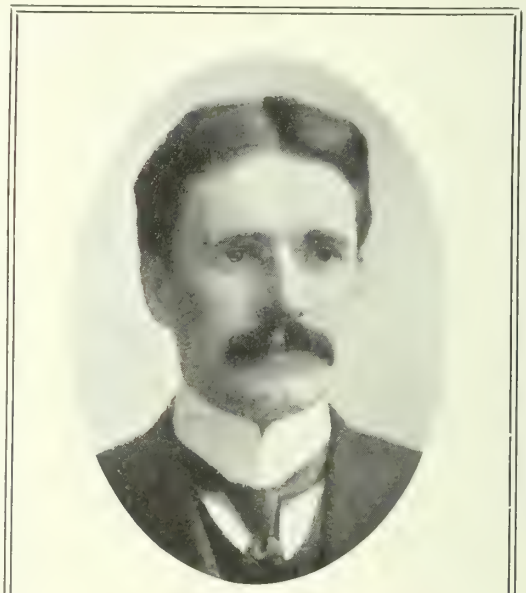
This address is given elsewhere in this issue of *Printer and Publisher*.

THE DUKE OF CONNAUGHT SENDS GREETINGS

Through Major Chambers, the Duke of Connaught sent greetings to the Convention as follows:

"Will you please deliver a message from me to the members of the Canadian Press Association, and say that as Governor-General of Canada I thoroughly appreciate the attitude and efforts of the press of the Dominion since the beginning of the war.

"The spirit manifested by the press of the Dominion at large has been admirable, and the actual service rendered to the country



V. E. MORRILL
Puolisher, *The Record*, Sherbrooke, Que., the newly-elected Chairman of the Daily Section of the Canadian Press Association.

by the newspapers it would be impossible to overestimate. The intelligent and loyal observance by the press of the regulations submitted to them for the suppression of news calculated to injure

the cause of the Allies and to be of assistance to the enemy is deserving of all praise.

"I know that the position of Canadian journalists is a peculiarly difficult and trying one, that they are being asked to make certain sacrifices in the public interest, and that they are responding splendidly to the call.

"Their hearty and intelligent co-operation is of great value, and will materially assist in bringing about the result which we are all striving to secure."

DR. TALCOTT WILLIAMS

Dr. Talcott Williams, Dean of the Faculty of Journalism, Joseph Pulitzer Foundation, Columbia University, New York, in happy vein, delivered an address on "The Public and the Press."

CANADIAN SCHOOL OF JOURNALISM

Dr. Falconer, President of Toronto University, spoke in his usual forceful, thoughtful and attention-compelling style on the subject, "The possibility of establishing a school of journalism in connection with one or more of our Canadian Universities."

A resolution was passed that a special standing committee to be known as the Education Committee be appointed to investigate the problem of the establishment of a course in journalism by one or more of the Universities of the Dominion, and to report fully at the next annual meeting of the C.P.A.; and that the committee consist of the following: Sir John Willison, Chairman; Dr. J. A. Macdonald, J. W. Dafoe, John A. Cooper, John R. Bone, E. N. Thrasher, Smith, C. F. Crandall, J. J. Harpell and Duncan B. Gillies.

THE NEW PRESIDENT

In giving way to his successor to the office of President, Mr. Donly said:

"It now remains for me to introduce to you your president-elect, Mr. W. E. Smallfield of the Renfrew *Mercury*. The other day in the town of Renfrew when a vacancy occurred in the mayoralty of that town, and the people desired to join together to avoid a contest and put into the chair a man upon whom all could agree, they asked Mr. Smallfield to go back to the chief civic chair that he had occupied before to the advantage of the town. And if what a man's fellow townsmen think of him is the measure of the man, that must be some recommendation of him. We who have known him here for the last twenty years, not perhaps as the most scenic operator in our convention, but one of the most faithful officers the Association has ever had, will recognize that while it is an honor to Mr. Smallfield to be elected to the presidency, we have done ourselves some honor in recognizing his merit. I have much pleasure in introducing him."

President Smallfield received loud applause and said: "I deeply appreciate your kindness in electing me to the chair which Mr. Donly has so graciously resigned to me. To be the president of the Canadian Press Association at any stage of its history is an honor to be esteemed, but to be at its head at this time when it is so truly Canadian, when its membership extends from coast to coast, when it is doing such splendid constructive work, not only in path-building, but in nation-steadying, is something that any man might be proud of, and I want to assure you I do appreciate it.

I also appreciate the responsibility. During the past few years we have been making a remarkable advance that has been partly due to an increase of appreciation on the part of the membership of our duties, but, to be frank about it, it is chiefly due to the devotion and keen brain and enthusiasm of a few choice spirits, and I do no wrong when I say that the chief of these is our Manager, Mr. John Imrie.

"I can only promise you that to the extent of my powers, I will try to hold up the hands of those who are doing this work, and I am sure that in doing that, I will have the hearty support of the strong Executive that are elected along with me."

Sessions of the Daily Section

The sessions of the Daily Section were presided over by J. G. Elliott, *The British Whig*, Kingston. In the course of his opening address, Mr. Elliott said: "During the past year and a half we have had some very strenuous work. War has placed a great responsibility on the publishers and the editors throughout the country. We started off with a feeling of trepidation that there were things in the future that might be somewhat disastrous to some connected with the profession, but I am glad that at the present hour we are more optimistic with regard to our duties and our work in connection with our profession. I have marked with a great deal of satisfaction the stand that the members of the Daily Section have taken in regard to the war. The patriotism that they have displayed has been something remarkable, and in addition to that a number of our close friends have found that they were called upon to take part in the fight.

I greet you all and trust that our deliberations may be of great benefit to us, and I ask your sympathetic support in the conduct of this business."

COST SYSTEM FOR DAILY NEWSPAPERS

Then followed a demonstration of a cost system for daily newspapers, accompanied by an address given by Pierre C. Starr, newspaper cost and efficiency expert, Chicago.

SELLING THE DAILY NEWSPAPER TO ADVERTISERS

Wm. A. Thomson, director, Bureau of Advertising, American Newspaper Publishers' Association, then delivered an address entitled, "Selling the Daily Newspaper to Advertisers."



ACTON BURROWS

Publisher, *The Canadian Railway and Marine World*, Toronto, who spoke on Postal Matters before the Trade and Class Section at the annual meeting of the Canadian Press Association, and of which Section he is Chairman.

THE SELLING PRICE OF NEWSPAPERS TO SUBSCRIBERS

W. B. Preston, of the *Expositor*, Brantford, then gave an address on the subject, "The Selling Price of Newspapers to Subscribers."

Much of the discussion centred round the competition of the so-called Dollar Dailies, which, however, have now to be called the Two Dollar Dailies. The opinion was expressed that so long as the metropolitan papers, published, for example, in Toronto and Montreal, sell at the small price that they do, viz.: two dollars a year, it is almost imposible for the smaller papers to find much encouragement to hope for an increase in their own fields.

It was also stated with emphasis, and with obvious general approval, that the small city dailies were, and would continue to remain, supreme in their own field, this because they were necessary on account of their localness. One point of Mr. Preston's paper was that if everybody could get together to discuss the matter very thoroughly, an agreement might follow by which all the papers would agree to increase their subscription rates, and thus benefit the newspaper publishing business all round. The opinion was very generally expressed that the publisher should receive more for his paper, viewed as a manufacturing proposition; and that advertising should not be burdened, as it is at the present time, to recover losses on circulation.

FAREWELL TO W. S. DINGMAN

At this stage of the proceedings, the presence of W. S. Dingman, former publisher of the Stratford *Herald*, was noted, and chairman Elliott called upon him to say a few words of farewell in connection with his departure from the profession which he has so long adorned, and with the severance of his connection with the Canadian Press Association, of which for so many years he has been a distinguished member.

STANDARDS OF PRACTICE RELATING TO ADVERTISING

In the discussion which followed a consideration of the proposed Standard of Practice in matters relating to Advertising, George E. Scroggie, *The Mail and Empire*, Toronto, said that he thought the proposed standard an ideal one. He believed that the form and language of the form proposed would answer quickly and satisfactorily questions which were being constantly asked by advertising managers and agencies.

A STANDARD RATE CARD FOR DAILY NEWSPAPERS

Mr. Findlay of Ottawa introduced a discussion on the proposed Standard Rate Card for daily newspapers, by calling attention to a dummy rate card which he had had set up for distribution



E. ROY SAYLES,
Publisher, *The Times*, Port Elgin, Ont.
Re-elected Chairman of the Weekly Section of the Canadian Press Association at annual Meeting

among the members as an example of what was proposed.

Mr. Burgoyne, St. Catharines, said he thought the time had arrived when the publishers of newspapers published in the smaller cities should have a meeting for the purpose of agreeing upon a revision of the rate card, looking forward to the adoption of new standards that would tend to a nearer adoption of the flat rate system and also to establish a uniform basis, if possible, of charge for circulation say at so much per thousand. The standard rate card, as submitted by the Advertising Committee, was officially endorsed by the Section.

CODE OF PRINCIPLES IN LABOR MATTERS

A discussion on the subject of a code of principles in labor matters was introduced by E. F. Slack, of Montreal. Mr. Slack stated that there was before the Section a proposal to establish a standard of practice in dealing with labor matters. He stated that the principal Union with which newspaper publishers had to do was the International Typographical Union. His point was that the publishers of Canada should be as well united as are the members of the I.T.U. so that they can secure from the Union a fair agreement.

THE PROPOSED C. P. A. STANDARD CIRCULATION AND INFORMATION STATEMENT FOR DAILY NEWSPAPERS

W. J. Taylor of Woodstock, introduced the discussion on a standard circulation and information form furnished to advertisers. He referred to the fact that the Audit Bureau of Circulations of Chicago in the extension of its work in Canada had hastened the Advertising Committee in its purposes and action.

No very definite conclusion was come to in the matter of this discussion. At the same time it was very manifest that the preference of the Daily Section was for a Canadian audit organization, if this can be established on terms satisfactory to all, and an organization that will give the character of audits required and at a reasonable price.

THE VALUE OF THE EDITORIAL PAGE

Jos. T. Clark, editor of the Toronto *Daily Star*, then read a very interesting paper entitled "The Value of An Editorial Page." (The text of this paper by Mr. Clark is given elsewhere in this issue of *Printer and Publisher*.)

THE PAPER AND THE PARTY

M. W. Rossie, *The Chronicle*, Port Arthur, in introducing a discussion on "The Paper and the Party," said that he had not prepared a formal address on this subject. He stated that he was present to defend party papers. He stated that 99 out of 100 Canadian papers are party papers; that the party organ so-called is almost an extinct feature in the larger cities of the United States. His feeling was that until this country has become much more populous and its great dailies so soundly established financially and otherwise that they can be master of their own fate, the bulk of Canadian papers will be party papers through sheer necessity.

A PAGE OF ADVERTISING

Dr. Talcott Williams, Director and Professor of Journalism, Columbia University, New York, spoke on the subject "A Page of Advertising."

THE NEW CHAIRMAN

V. E. Morill of the Sherbrooke *Record* upon being introduced as the new chairman of the Daily Section said: "I sincerely thank you very heartily for electing me to this office, particularly as my friend, Mr. Elliott, informs me that the work is not very arduous and that the salary paid is no more burdensome than the work. Therefore, I am very grateful. We have had in the Canadian newspapers a rather strenuous year, and I am sure we all look forward to our next meeting with a strong hope and conviction that when we assemble again the disturbing factors of the day will have been swept away and we shall have entered upon a new era with the satisfaction of a triumphant cause. "(Hear, Hear, and applause.)

Sessions of the Weekly Section

The sessions of the Weekly Section were well attended, those registering numbering 102, while many others from the other sections dropped in from time to time to hear the addresses and discussions.

E. Roy Sayles, *The Times*, Port Elgin, Ont., was chairman throughout, and J. J. Hunter, *The Reporter*, Kincardine, Ont., was secretary. Both men were re-elected to their last year's office. The re-election of Mr. Sayles was a recognition of what was accomplished under his chairmanship during the year of his holding office; the notable achievement being the development of the movement to publish a monthly spokesman for the Weeklies of Canada as a means of defining the claims of the Weeklies for more national advertising.

FIELD SECRETARY ORGANIZER PROPOSED

Mr. Sayles' address to the section was constructive in its nature and was productive of definite action at a subsequent session. Its outstanding feature was a recommendation that the Weekly Section should employ, or enjoy the benefits of, the services of an organizing secretary—this to recruit the membership in the C.P.A. of publishers of Weekly newspapers; and to assist publishers in the installation of cost systems and in other ways.

IMPORTANT RESOLUTIONS

The following important resolution was adopted:

That this Weekly Section go on record as favoring the appointment of a field secretary or organizer, whose duties would include soliciting new membership, organizing county and district associations, and furthering in every possible way the general interests of the C.P.A.

A further related resolution adopted by the Weekly Sections is:

That the chairman and Messrs. R. B. Elliott, Lorne A. Eedy, W. A. Fry, and Charles M. Mundy be a committee to consider the appointment of a field secretary, and either to make recommendations to the general committee or to take action themselves as seems best.

A COST SYSTEM FOR WEEKLY NEWSPAPERS

The sessions of the Weekly Section were greatly enriched by two addresses by E. K. Whiting, manager of the *Journal-Chronicle*, Owatonno, Minn., who spoke twice, once on "A Practical Cost System for the Weekly Newspaper," and again on "How the Weekly Publishers of Minnesota Raised Their Subscription Rates to $1.50 a Year." Elsewhere in this issue of PRINTER AND PUBLISHER is given in full Mr. Whiting's very helpful and intensely interesting address on a cost system for a weekly newspaper.

HIGHER ADVERTISING RATES FOR WEEKLY NEWSPAPERS

Mr. Whiting's address on cost systems was akin in many of its phases to that W. R. Davies, *The Herald*, Thamesville, Ont., on

"Higher Advertising Rates." The discussion on these related matters of the cost and selling price of advertising space was animated, general and heartening. The text of Mr. Davies' address is given elsewhere in this issue of PRINTER AND PUBLISHER.

J. C. Kirkwood gave an address on the subject of "Ways and Means of Getting More Local and Foreign Advertising for the Weeklies."

RAISING THE SUBSCRIPTION TO $1.50 A YEAR

Following upon Mr. Whiting's address on the raising of the subscription price of weeklies to $1.50 a year, was a brisk discussion on what could and should be done in Canada in this regard. The expressed opinion was strongly in favor of the $1.50 idea, though some had misgivings as to the practicability of raising the price speedily, and if in some communities it was possible at all, owing to the competition of dailies offered at a low price. In the end, a resolution was carried as follows:

> That in view of Mr. Whiting's report on what has been done in Minnesota, the chairman of the Section, in co-operation with the central office, arrange with some one publisher in each county to visit the other publishers in that county and consult as to the desirability of a general increase in the subscription rates of Weekly Newspapers to $1.50 a year.

THE WEEKLIES' SPOKESMAN

Much interest was manifested in the report on the campaign to secure more foreign advertising for the Weekly Newspapers, as represented by the publication of *Town and Country Field in Canada*, the monthly newspaper, the publication of which was authorized at the previous annual meeting.

Sessions of the Trade and Class Section

Col. J. B. Maclean occupied the chair.

The chairman in his address recommended the securing of representatives on the paper and advertising committees, also that City Postal Rates, Copyrights, and better recognition at the Canadian National Exhibition be dealt with.

W. G. Rook read a pointed address on Circulation Audits for Class Publications. Discussion followed, led by J. J. Gallagher. It was moved by Mr. Rook and seconded by Mr Weld that:

> "The Trade Class Section prefer to support a Canadian Organization for Auditing Circulations, providing it can in a reasonable length of time prove to Canadian publishers that it has the facilities, and is prepared to undertake the auditing of circulations that will be satisfactory to those interested not only in Canada but in the United States." Carried.

MISS PENNELL'S PAPER

Miss M. Pennell, of J. J. Gibbons Advertising Agency, addressed the section on "What the Advertiser Wants to Know." This paper was very complete, and the discussion was led by the Secretary, Geo. M. Bertram, in the absence of Mr. J. B. Allen. In view of the excellence of Miss Pennell's paper, the Chairman offered to have the address printed for the benefit of the members.

Acton Burrows was elected Chairman for the coming year.

SEPARATION OF TRADE AND CLASS SECTION

A discussion as to the advisability of dividing the Trade and Class Section resulted in no action being taken, the matter being left open for future discussion and decision.

CO-OPERATION BETWEEN EDITOR AND ADVERTISER

T. J. Tobin then read a paper on "Editor and Advertiser, —What is Legitimate and Profitable Co-operation." It showed clearly the difference between legitimate co-operation and inadvisable write-ups.

POSTAL MATTERS

Mr. Burrows read a paper on Postal Matters, and recommended that some action be taken against unjust postal regulations, as otherwise the Government might think that the Trade and Class Section was satisfied with them. Mr. Burrows in specifying these unjust regulations drew attention to these five in particular:

1. The interpretation of "What is a Newspaper?"
2. A clearer definition of supplements allowed by the Postal Regulations.
3. The double page advertisement restriction.
4. The question of delivery in city of publication.
5. The injustice of allowing Dailies to mail to the United States at 1c per lb. without allowing same privileges to other Canadian publications.

As a final result of the discussion which followed, it was moved by Mr. Burrows and seconded by Mr. Gillies.

> That the Postal and Parliamentary Committee be requested through the Board of Directors to take action to secure such amendments to the Post Office Department's regulations respecting second-class matter as they may deem necessary after asking all members of the Association for suggestions." Carried.

Session of the Religious Press

At a separate meeting of the members of the Trade and Class Section connected with the religious press, Dr. R. Douglas Fraser discussed informally the problems of the religious press, which is a term of somewhat wide application, embracing at least three separate kinds of periodicals the religious weekly newspaper, the magazine or paper of religious reading and instruction, and the magazine of church or Sunday school or young people's methods.



DR. R. DOUGLAS FRASER
President and Manager *Presbyterian Publications*, Toronto, who discussed the problems of the Religious Press at the annual meeting of the Canadian Press Association.

Standing as it does, above all, for the spiritual, the religious press is, as it were, at the fountain and root of national life and national permanency and supremacy. The nation that has a faith is strong. The nation that has faith in its faith should be invincible.

All the principal religious bodies of Canada are represented by weekly or monthly or quarterly publications, or all of these; covering the various fields of news and discussion of religious and church topics, public morals, missions, Sunday school instruction and work, etc.

As to the problems of the religious press, there is the universal problem of circulation, the peculiarity of the situation being that, while the field is, for the most part, limited to a particular church, the constituency is spread over every part of the Dominion. The problem is to secure an adequate circulation from so widely scattered a constituency.

There is also the problem of advertising. The religious press has the advantage of covering the whole Canadian field. It has the disadvantage, on the other hand, of a somewhat restricted circulation in any given community.

In regard to certain classes of religious periodicals, the question of postal privileges has emerged. The religious press looks for the co-operation of the section to which it belongs, and of the whole Press Association in putting this matter on a proper basis.

It would seem to be a distinct advantage to this division of the Trade and Class Section, as to that of the other divisions of the Section, to meet separately now and then, for the discussion of their own special problems. The permanent organization of such divisions within the Section would seem to be desirable.

THE EDITORS' VIEWPOINT

Light and More Light

JUST as modern factories have walls of glass, so the fabric of business is letting light and more light into all its workings.

Printers are installing cost systems—great light shedders on things that were aforetime shrouded in the darkness of ignorance. They are seeking light and more light on the planning of composing rooms to reduce lost and waste motion to a minimum. They are acquiring knowledge of everything calculated to make them know their business from A to Z—all with the idea of lifting their business and operations from shadowland into the luminous light of knowledge.

It is the same with publishers. They are digging into such mysteries as the cost of advertising space, the cost and worth of circulation, the purchasing power of the communities they serve, the possibilities of their fields from the standpoints of advertising, of news and of circulation.

Always the movement is away from the happy-go-lucky content of a generation ago towards the positive, strenuous, purposeful endeavor to be master in knowledge and power.

Conventions and conferences are great light-gatherers and light-diffusers. Blessed, therefore, be conventions, and blest are they who attend them.

The Overseas Tobacco and Other Funds

ONE Arthur Private, sent to Canada by the management of the Overseas Club in London, has by his extravagances and indiscretions brought both the Overseas Club and its Tobacco Fund to the bar of public criticism and censure, and for its neglect to investigate in advance the character and qualifications of Private, the Overseas Club executive in London is blameworthy.

It is but fair to the Overseas Club to say that when it became aware of the misdeeds and bad management of Private, it took immediate steps to correct its error; it sent to replace him a man whose abilities and character it knows thoroughly, whom it trusts completely; gave him authority and money to clear up Private's debts to the last cent; recalled Private; and is doing all in its power to save public confidence in the Overseas Club, and to secure a continuance of liberality on the part of the public as expressed in its gifts of money to be used to supply tobacco to Canadian soldiers in the trenches. To Mr. Jones, the new representative of the Overseas Club in Canada, can be safely left the business of rehabilitating the Club in the confidence of those concerned and of conserving the Club's objects in this country.

Since the above was written, PRINTER AND PUBLISHER has received the following cablegram from Evelyn Wrench, honorary organizer of the Overseas Club in London, and who, along with Lord Northcliffe, shares the distinction and credit of founding this fellowship of overseas Britons. It may be explained that PRINTER AND PUBLISHER suggested to Mr. Jones, the club's new Canadian representative, that a message after the manner of that which follows would go a long way towards removing suspicions, facilitating his own work in this country, and retaining the confidence and co-operation of Canadian publishers in regard to the Overseas Tobacco Club.

Publishers who have been allied to the work of the Club in Canada will welcome Mr. Wrench's message to PRINTER AND PUBLISHER.

Editor, PRINTER AND PUBLISHER:

Francis Jones, honorary secretary and treasurer of the Sales Managers' Association of Great Britain, has full plenipotentiary powers to act for and in behalf of the Overseas Club and its Tobacco Fund. The club has sent him to Canada with full powers, and all obligations entered into by him will be honored and endorsed by the club's executive.

WRENCH, Overseas Club.

London, September 23, 1915.

Publishers and Public Philanthropy

CANADIAN publishers have need to be careful in the matter of allying themselves in any way with patriotic and philanthropic enterprises promoted by individuals and organizations not soundly investigated and endorsed. Point is given this reflection by a recent case in Toronto: A man launched an advertising campaign soliciting money for sending Christmas boxes to the soldiers at the front; this under the name of the Soldiers' Comfort League. His business was investigated by the police in the public interest, and because he was unable to satisfy the police and postal authorities with names of sponsors of sufficient weight, and because the name of his enterprise was obviously a cloak for a private enterprise his office was closed, his mail seized, and his business suppressed. Yet the man had letters from highly placed men in the Militia Department commending his idea, and practically endorsing him and his business—all this without an investigation.

It is against the danger of an alliance with uninvestigated, unsponsored, unsupervised benevolent and patriotic plans and proposals that PRINTER AND PUBLISHER warns the publishers of Canada.

But the publishers should most certainly not turn a deaf ear to the spokesmen for worthy objects of a philanthropic or patriotic sort, nor should they refuse on principle to lend the power of their papers to the business of obtaining money from the public for the relief of the needy and suffering, and for providing with comforts those who have sacrificed everything for Britain's and Canada's cause. There is still a crying need for money for Red Cross work, Belgian relief, soldiers' comforts, and for relieving poverty and distress at home. It is glory to a people when it shows itself quickly and generously responsive to calls upon its means for succoring the poor from their poverty,

for relief of suffering and need, and for making up to those who lack what they have yielded up for a noble purpose. Likewise is it the glory of the press that above all other forces and agents of influence it can reach the people, touch their hearts and open their purses to give and give again.

For the publishers of Canada to let themselves be driven to positions of inaction and negation by the misdeeds of some, whether they be rogues or mere blunderers, would not be to their or our country's honor. Let them be mindful of this, and let them double their zeal, if this be possible, in developing the spirit of good-will and benevolence in their communities, and in gathering the money which will assure heart and life, kindliness and comfort to those who fight and suffer in our stead.

Advertising of and in Canada

THE PUBLISHERS of Canada should unite in some practical way to induce Canadian manufacturers to do more advertising. A year ago was carried on in the Canadian newspapers a "Good Cheer" campaign, developed by the Canadian Press Association—a campaign that really did an important and timely work. To-day there is needed another campaign of like purpose and extent.

A competitive interest has shown on numerous occasions during the past twelvemonth, a quality of courage and a belief in advertising not shown by Canadian newspapers: namely, the Canadian Street Car Advertising Co. This company has taken page spaces in newspapers published in cities where its service is given.

This company's action is a tribute to the value of the newspaper as a medium of access to the buyer and of influence. The copy or text and spirit of the advertising have been admirable, breathing optimism and courage. Also the copy of this advertising has been remarkable from this point of view: namely, that it has not once pleaded for the use of the street cars by advertisers. The company has shown itself possessed of unusual mental calibre and of great breadth of vision. PRINTER AND PUBLISHER gladly bears testimony to the good and fine work done by the Canadian Street Car Advertising Company, and wishes that the publisher of Canadian newspapers would use as generous spaces in their own mediums and use copy equally unselfish and broad-gauged.

Not alone in Canada should Canadian publishers proclaim their confidence in Canada and the worthiness of advertising, but also in Great Britain and the United States. To each of these countries Canadian publishers have a clear and sound message. In Great Britain the eyes of all the public are turned toward Canada with fond favor and in all is the conviction that after the present war Canada will prosper amazingly. British manufacturers look to Canada to be larger consumers than ever of British-made products. This being so, Canadian publishers can profitably unite to advertise the Canadian market and themselves in the press of Britain.

In the United States Canada is occupying a similar prominent place in the public mind and favor. The Americans are not blind to the fact that Canada shares with them the advantage which the present European conflict is conferring on the peoples and business of North America. Also, there is this to be borne in mind: Canadian securities are being largely and widely bought in the United States; also this other fact: Canada will have to borrow from Uncle Sam much of the money she will need later on for capital, civic and development enterprise. This situation will tend to unite the two countries by close ties—ties which spell greater commerce.

On daily, trade and technical newspapers the burden of advertising Canada and themselves rests most heavily. If they shrink from carrying this burden, they but punish themselves. If they resolutely and unitedly shoulder their load, they quicken the coming of what they desire and the earlier share the rewards of their initiative and faith.

Publishers and the the Post Office Department

THE recent unannounced censorship of publishers' mail from neutral countries instituted by the Post Office Department at Ottawa caused general irritation. It was not the fact, nor the prudence, nor the necessity of the censorship, so much as the implied distrust that was resented by Canadian publishers. It was surely a simple and due thing to advise by special circular that the censorship was being instituted, with some satisfying explanation.

By innumerable high-minded and ill-advised rulings and acts, the Deputy Postmaster-General has not only "got in wrong" himself with the publishers of Canada, but adds greatly to the burdens and embarrassments of the Minister under whom he serves. More than one Postmaster-General in recent Cabinets has been led to surrender his portfolio because of the body of criticism and opposition developed, in no small degree, by the acts of his deputy.

Imperial Moving Pictures

PRINTER AND PUBLISHER asks the question—Why are there no moving-picture films being shown in Canadian moving-picture theatres of life or scenery, or incidents or dramas having as their background Australia, South Africa, New Zealand and other overseas possessions of the British Empire? If we do not have these British lands brought to our attention in Canada, it is reasonable to conclude that in these remote countries no pictures of Canada are shown.

The "movies" occupy a very large place in the life of the people and are a powerful factor of influence and in educating and instructing youthful minds. Therefore in the interests of British solidarity, it is much to be desired that there should be shown throughout the Empire many films of an Imperial character.

The origination and manufacture of films are usually private commercial enterprises, and require ample capital, but just as governments provide text books, schools and exhibits of many kinds for public and national instruction, so governments can and should utilize the moving-picture idea for unifying the people in sympathy and knowledge, and for the teaching of many things which many need to know.

PRINTER AND PUBLISHER is not concerned with the practical working out of its suggestion that there should be shown throughout the British Empire films of an Imperial character and with the Empire note emphasized in them. Its immediate purpose is merely to point out the omission of this class of film, and to start, it may be, some wheels which will set other wheels in motion to supply the peoples of the British Empire with moving pictures designed to draw together in a stronger bond of understanding and purpose the widely separated units of the greatest and most glorious Empire that has ever been.

NEWS ITEMS—MAINLY PERSONAL

BRITISH COLUMBIA

H. E. Sands, of South Vancouver, is now publishing a weekly paper known as *The Challenge.*

Campbell Duncan of *The Daily News* editorial staff, was married to Miss Gladys Noxon, daughter of Dr Allan Noxon of Toronto.

"Mitch" Warner, an old time newspaper man, has been renewing friendships in Ontario. Mr. Warner has just returned from spending a year in the upper Fraser river country.

J. B. Daniels, proprietor and editor of the Prince George *Post,* left for Toronto, to take a course in aviation. Mr. Daniels is well known in Provincial newspaper circles. He started the *Cariboo Observer* in 1908 the Fort George *Herald* in 1910, and the Prince George *Post* in 1914.

W. E. McTaggart, who for the past two years has been commercial editor of the Vancouver *Daily Province* is now Prairie Markets Commissioner for the British Columbia government with headquarters at Calgary. Mr. McTaggart was selected solely on his abilities, his page having attracted the attention of the government authorities. His position will take him into all the towns and cities of the prairie provinces and he will be doing considerable advertising from time to time for the British Columbia fruit growers. Mr. McTaggart is but a young man, being at 22 years of age.

The Gardener's Magazine is one of the latest additions to Western publications. It is published in Vancouver. The editor and publisher is W. C. Harris, F.R.H.S., publisher of the Vancouver *Citizen,* and formerly agricultural editor of the Canadian *Threshierman and Farmer,* Winnipeg. Mr. Harris is a practical horticulturist. His articles on gardening subjects have hitherto been embodied in his weekly paper, *The Citizen.* British Columbia offers an excellent field for a gardening paper. So many people on the small holdings of that province, while ostensibly farming, are really gardening, and more intensive culture is being urged.

ALBERTA

Ben Brigden, formerly connected with the newspaper business in Calgary, is at the front.

Victor Henry Vine is the second Calgary *News-Telegram* office boy to answer his country's call.

L. D. Nesbitt, editor and proprietor of the Brooks *Bulletin,* has been visiting in Eastern Canada.

Andrew Davison, Calgary *News-Telegram* employee, and typo secretary, has answered call of empire.

M. J. Hutchinson, business manager of The Edmonton *Bulletin,* has been East, visiting New York, Montreal and Toronto.

The Edmonton *Bulletin* has appointed Knill, Chamberlin and Hunter, New York and Chicago, as its U.S.A. representatives.

H. Nicholson, sporting editor of the Lethbridge *Herald,* has been spending a month on a visit East. He attended the annual meeting of the Canadian Press Association.

C. W. Niemeyer, a former member of The Edmonton *Journal* reportorial staff when war was declared is said to be the most popular recruiting agent in London, and has been making himself famous in the great metropolis by his methods and successes.

The editor of the Kerrobert *Citizen,* H. N. Stephenson, was assaulted for publishing an item which reflected on the status of a local auctioneer. The paper claimed to have certain facts regarding alleged gambling dives in which this man was said to have been interested.

SASKATCHEWAN

The Watrous Post has just celebrated its fifth birthday.

S. J. Dorman, proprietor of the Alameda *Dispatch,* has moved into larger premises.

E. H. E. Webb-Bowen, manager of the *Sun,* having joined the 46th Battalion, is in Camp at Sewell.

Frank J. Burke, city editor of the Regina *Evening Province and Standard* and Miss Alice Donovan are married.

W. McLean, A. F. McVicar and Robt. C. Moxam, of the Regina *Leader* staff, have enlisted for overseas service.

E. E. Law has quit the newspaper business at Qu'Appelle to accept the principalship of Gull Lake public school.

V. A. Buchanan, Weyburn *Herald,* has installed a model A linotype machine. While East he called on *Printer and Publisher.*

F. W. Ruttan, formerly publisher of the Simpson *Recorder,* now a resident of Winnipeg, has suspended publication of that newspaper.

Geo. H. Tyndall, business manager of The Regina *Leader* has been visiting agencies and advertisers in Toronto, Montreal and New York.

James A. Knight and Wilfred Knight, are proprietor and editor, respectively of The Eagle Plains *Advocate.* Wilfred Knight was formerly connected with the Hastings (Ont.) *Star.*

R. H. McDonald, former editor of the Moose Jaw *Times,* has been appointed private secretary to the minister of public works for Manitoba.

MANITOBA

R. L. Richardson, editor of the Winnipeg *Tribune,* has been visiting in Vancouver.

A. G. Graham, of the Canora *Advertiser,* arrived home on September 16th from a two months' holiday trip to points in Ontario.

Lieutenant E. F. S. Mather, S.M., of the Forty-fourth battalion, formerly city editor of the Winnipeg *Telegram,* and Miss Kate Stovel are married.

S. C. Ward, who has been in charge of The Grandview *Exponent* for four months, has accepted a position with the Hignell Printing Company, of Winnipeg.

A. D. Heighton, of the Winnipeg *Free Press* business staff, was presented with a wrist watch when he left for Sewell to join the Army Service corps for active service.

Geo. A. Blakely, in charge of The Canora *Advertiser* during the absence of the proprietor in Ontario, has returned to Grandview and resumed his duties as editor and publisher of The Grandview *Exponent.*

ONTARIO

O. M. Seim is the new owner of the Bradford *Witness.*

Fred Maxted, of the *Herald* Printing Company, has enlisted.

The Algoma *Advocate,* Thessalon, has moved into new quarters.

The staff of The Goderich *Star* held their annual picnic last month.

A. W. Hinsperger, with the Sovereign Press, Toronto, has enlisted.

Frank Donely, of the staff of the Owen Sound *Sun,* is off to the front.

F. W. Sutherland, of the St. Thomas *Journal,* is on a visit to the Canadian West.

Leon Trenle, of the staff of the Exeter *Times,* is now a member of the 33rd Battalion, C.E.F.

J. Frank Brecken, formerly of Orillia, Ont., has been appointed editor of the Perth *Observer.*

Jabez Coram, publisher of the Drayton *Advocate,* was a recent caller on *Printer and Publisher.*

C. B. Perkins, formerly a member of the Lindsay *Warder* staff, has enlisted with the Kilties of Toronto.

Lieut. C. C. Green, and Lieut. Donald Gowdy are two former members of the Cobalt *Nugget* staff who have enlisted.

F. W. Sumner, of the Moncton (N.B.) *Times,* has recently been appointed agent general for New Brunswick, in Great Britain.

Thos. G. Church, of the staff of the Orillia *News Letter,* was recently married at Campbellford to Miss Winnifred W. L. Hoover.

W. H. Kerr, the present editor and proprietor of the Brussels *Post* has passed the 35th milestone of his editorship of that paper.

Mr. McTavish, editor of the *Canadian Magazine,* Toronto, accompanied by Mrs. McTavish, visited in New Glasgow, N.S., this summer.

Irving E. Robertson of The Toronto *Evening Telegram,* son of J. Ross Robertson.

who has been seriously ill for some weeks, has recovered.

A. E. Bradwin, former editor of the Blythe *Standard* and Goderich *Signal* has moved to Sarnia and has taken over the Sarnia *Daily Post*.

Richard H. Graham, accountant of the *Municipal World*, St. Thomas, is a provisional lieutenant in the 25th regiment.

T. H. Best, manager of the *Canadian Magazine*, and Best Printing Company, Toronto, was in Collingwood recently.

Wm. W. Piltard, editor of the Almonte *Times*, is an applicant for the registrarship of North Lanark. Mr. Piltard founded *The Times* over 33 years ago.

F. B. Allen has leased plant of Fort William Printers Ltd., job printers and will operate it in connection with his Port Arthur job plant.

Maurice Arby, a former member of the Ottawa Press Gallery, and for many years editor of *Le Temps*, is included in recent French casualties.

Major F. H. Gorman, publisher of the Sarnia *Observer* has accepted the rank of major in the 70th Battalion under Col. R. I Towers of Sarnia.

Earl McDougall, who has been employed for the past year in the Alvinston *Free Press*, where he has been learning the printing trade, has enlisted.

The Aylmer *Express* has installed a new Mergenthaler linotype, which largely increases the capacity of the job department, as well as expedites news setting.

Harold E. Crowe, of Rossland (B.C.), has been appointed to the staff of the Montreal *Herald and Telegraph*. He was formerly news editor of the Rossland *Miner*.

W. Dougall, of the Port Arthur *News*, has gone to Winnipeg to train for a commission with the object of seeking an appointment in an overseas battalion.

J. Geo. Johnston, formerly editor of the Bridgeburg *Review* and sub-editions and recently with the Buffalo *Courier*, is now a reporter on the Buffalo *Express*.

The members of the Toronto Women's Press Club entertained at luncheon Mrs. Nellie McClung. Mrs. McClung was a president of the Winnipeg branch of the club.

The two London papers have quite a number of members at the front or on active service. These include Ed. Penny, N. W. Minhinnick, Leroy Scott, W. E. Elliott, Roy McLeod, Charles Gratton and Victor Vinen. The men are equally divided between the local editorial staffs of the two papers. W. J. Bartlett and Eric Ross Goulding, also on active service, have done special work for *The Advertiser*.

George Herbert Lash has enlisted. Mr. Lash was born in Newfoundland and is a nephew of Z. A. Lash, K.C. He has been a reporter on the *Mail and Empire* for several years.

Frank J. Morrison, formerly with the Desbarats Advertising Agency, Montreal, and recently with the Montreal *Herald*, has joined the advertising staff of the Ottawa *Journal*.

E. E. McCammon, city editor of the Kingston *Standard*, has been given commissions in the 4th Hussars as provisional lieutenant and will attend the School of Cavalry in Toronto.

Hartley Robinson, until recently manager of the *Canadian Motorist*, Toronto, has left to accept a similar position with the *American Motorist*, Washington (D.C.), in charge of the Chicago office.

J. Vernon McKenzie, telegram editor of the Ottawa *Journal*, has enlisted with the 4th University Corps, organized to reinforce the Princess Patricias. He is the ninth member of the *Journal's* staff to enlist.

Editor Mance, of the *Canadian Forward*, Toronto, the Socialist paper, was arrested at North Bay on the charge of disorderly conduct, and was subsequently allowed his freedom on the understanding that he should leave town at once.

The Welland *Tribune* Printing Company, has purchased a lot, and has let a contract for the erection of a fireproof building to be used as the *Tribune* office. It will be ready for occupancy by the first of the year.



G. R. S. FLEMING

Who has been graduated from the Toronto Flying School, and who has gone overseas to join the British Aviation Corps. He is a son of Mr. Atwell Fleming, Printer, Toronto.

W. M. O'Beirne, publisher of The Stratford *Beacon*, is gradually improving in health. He is able to walk again and is taking an active interest in the affairs of his paper.

Glen Nichol, who until war started was with the Wyoming *Enterprise*, has returned to his home with a wound received some months ago on the firing line. He will return to the front upon his recovery.

J. A. Fortier, representative of *La Patrie* of Montreal, in the press gallery, has been appointed censor of the French Canadian press and assistant to Major E. J. Chambers, chief press censor.

A. C. Pringle, a well known young newspaper man of Sarnia, has received a scholarship with a university at Des Moines, Iowa, on account of his athletic ability, and has left to take up his studies.

Charles S. Grafton, formerly of the London *Free Press* editorial staff and lately of the 33rd Battalion is now attending the provisional school of infantry to qualify for an officer's certificate.

A. W. Bateman, of Tillsonburg, after five years of service in the job department of the *Observer*, has resigned, and is now wearing the uniform of the 71st Battalion, C.E.F.

The Owen Sound *Sun* conducted another very successful Dollar Day on Aug. 26th. They organized the merchants of Owen Sound into a committee, which chartered a special train to bring shoppers in on the Grand Trunk. This excursion was a great success, nearly 300 people taking advantage of the cheap rates. The *Sun* carried the advertising in two editions of 16 pages each.

John C. Armstrong, city editor of the Montreal *Herald*, on the occasion of his leaving that paper to take up another appointment, was presented with a purse of gold subscribed by his colleagues. Lewis F. Kipp succeeds Mr. Armstrong as city editor of the *Herald*.

E. J. Root, of the Government Printing Bureau, Ottawa, and Mrs. Root spent a week in Gananoque. They left yesterday to spend a week with Mrs. Root's parents, Mr. and Mrs. Ranger, in Picton, before returning to Ottawa.

Provisional Lieutnenant Donald Gowdy, of the 34th Regiment, Canadian Militia, whose home is in Galt, and who recently resigned from the reportorial staff of the Toronto *News*, has taken the officer's training course at Niagara.

M. J. and Mrs. Gloster, of Toronto, have celebrated their golden wedding. Mr. Gloster has been a member of the Evening *Telegram* staff for the past thirty-two years, previous to which he was on the *Globe* staff for twenty-six years.

Major W. Alan Stroud, member of the Kingston *Standard* staff, has been recommended to command the squadron which will be recruited in the Kingston division for the new regiment of Mounted Rifles, for Overseas Service.

James Simonds has enlisted in the 35th Battalion, and leaves shortly for Niagara Camp. He has been an operator in Toronto for the past twenty years. The last three of which have been on the staff of the Toronto *Telegram*.

Walter Naftel, well known in Goderich, Brantford, St. Thomas, and other Western Ontario towns as a newspaperman, and now joint editor of the Goderich *Star*, was married early in September to Miss Sinclair of Perth, Ont.

Alex. G. Donald, formerly on the staff of the London *Free Press* at Woodstock, and later a member of the *Sentinel-Review* staff, has accepted a commission with the 92nd Battalion Canadian Highlanders, C.E.F., as lieutenant, and is now with the Battalion at Hamilton.

W. E. Elliott, Western Ontario editor of the London *Free Press*, recently resigned to accept an appointment to the Corps of Military Staff Clerks, permanent force. Mr. Elliott has been assigned to the divisional staff at present and is still in London.

William (Dutch) Becker, of football fame, and John Wilson, both of the Hamilton *Spectator* staff, were presented with silver wrist watches, the gifts of their fellow employees, and with money belts containing $25 in gold, the gifts of W. J. Southam, on the occasion of their enlistment.

George Dingman, of the editorial staff of the Stratford *Herald*, is taking a course at the Provisional School of Infantry here to qualify for the rank of lieutenant. He is a son of W. S. Dingman, vice-chairman of the Ontario License Commission, until lately publisher of the Stratford *Herald*.

J. C. Elliott, managing director of the Kingston *Whig*, was a visitor to Aylmer recently, in which town he received his first acquaintance with the printing business 15 years ago in the office of the Ayl-

mer *Express*, at that time conducted by Thomas Bengough, now the well-known official shorthand reporter of Toronto.

Honors are coming the way of Mayor W. E. Smallfield, publisher of the Renfrew *Mercury*, in the first place he is a newspaper man, and that in itself is an honor—sometimes. Recently he was chosen as Chief Magistrate for his town, and now his brothers of the Canadian Press Association have elevated him to the presidency of this widely influential body.

C. A. Brownell, director of advertising for the Ford Motor Co., of Detroit, addressed the Toronto Ad Club at its inaugural meeting for the season. Mr. Brownell is a Canadian, and a brilliant advertising man. For several years he was an advertising agent on his own account, and later was manager in Detroit for the T. Walter Thompson Co.

C. S. Furness, who has been with The Toronto *Daily News* for over twelve years, has severed his connection with that newspaper, and has joined the firm of A. McKim, Limited, advertising agency. Five years ago Mr. Furness became advertising manager of *The Daily News*, and he held this position until a few months ago, when he was appointed assistant business manager.

An indication of the optimistic tone of Western Ontario's business outlook was given by exhibitors at the Western Fair, London, this year. Not only were the exhibits among the best ever seen at the Fair, but the proprietors showed an inclination to invest in newspaper advertising to as great an extent as ever. Readers, in both London papers, were even more numerous than in other years.

With plenty of financial backing secured from the compulsory fee of $2 contributed by each male undergraduate of the university, the Students' Council of Toronto University propose to publish a newspaper twice the size of the editions printed in previous years. For the first time in the history of the university, the newspaper will be distributed free of charge to each student, this having been made possible by the fee imposed by the council of the undergraduates.

The employes of the government printing bureau, at Ottawa, have not only purchased a machine gun, but are now going to man it with nine of their number. Word of the intention of the men has been conveyed to the military authorities and it is understood that their patriotic offer will be accepted. The King's Printer, Mr. J. D. Latache, is allowing all the men leaving his department to make up the gun detachment leave of absence with pay.

A social and athletic association has been formed by the employees of the London *Free Press*, with the following officers: Honorary President, W. J. Blackburn; Honorary Vice-President, A. S. Blackburn; President, P. W. Read; Vice-President, Miss Kate Edwards; Secretary-Treasurer, Fred. Landon. Executive: H. B. Muir, E. L. J. Stein, A. E. Bischoff, C. Brown. The Association has a membership of 76 to start with.

QUEBEC

John Lewis, of the Montreal *Star*, will shortly join his regiment, and proceed to the Front.

Clarence Howell, telegraph editor of the Montreal Evening *News*, has secured a commission in the 69th battalion.

David Allan, formerly manager of the John McDougall and Son printing department, has joined the staff of the Verdun *Echo*.

Max Henke, formerly of the Montreal *Star*, but now doing special work on the Montreal *Mail*, was married recently to Miss Robinson, a Montreal girl.

L'Echo des Boistrancs, Victoriaville, has installed a linotype. This progressive step enables this plant to handle the better both its newspaper and jobbing work.

A. R. Pepin, a native of St. David, Que., until recently assistant editor of the Bangor *Daily News*, Bangor, Maine, enlisted in the 73rd Highlanders at Montreal, on Sept. 22.

Joseph Maguire, of the Montreal *Herald* staff, was married recently to Miss May Clarke, of Montreal, and left for a two weeks' honeymoon trip to Boston, and other points.

L. H. Christie, who was formerly employed as a reporter on the Montreal *Daily Witness*, and later connected with the Montreal *Herald*, has gone to Valcartier with the 73rd Highlanders.

J. E. Fitzmaurice, cartoonist on Beck's *Weekly*, Montreal, has severed his connection with that paper. He was formerly with the Montreal *Herald*, prior to which he and his brother ran a ranch in the Okanagan Valley.

Wilfrid Still, formerly assistant financial editor of the Montreal *Witness*, and later connected with the *Herald*, has returned from Florida, where he has been farming during the past year, and has joined the 73rd Highlanders.

Major Barre, invalided from the front, arrived in Montreal on Tuesday night, Sept. 21, on board the Corsican. A reception was held at Freeman's Hotel, Montreal, at which many of his newspaper and advertising friends were present. Major Barre was formerly with *La Presse*, but in more recent years has been interested in street car advertising.

MARITIME PROVINCES

The marriage of John Ross, a popular printer of Halifax, to Miss Harris, took place on the 16th September.

J. S. Boyd, editor of The Moncton *Daily Times*, was bereaved a fortnight since by the death of his wife.

J. C. O'Brien of the department of the Printing Bureau, Ottawa, spent his annual vacation in Halifax in September.

John S. Scott, circulation builder, is in Sackville, here he is organizing a six week's voting contest in connection with the *Post*.

D. J. McDonald of the Pictou *Advocate*, and M. Donovan of the Antigonish *Casket*, were in Halifax attending the exhibition.

The job printers of Halifax are fairly busy, the various binderies have as much work as they can handle for the present time.

The Moncton *Daily Transcript* (Liberal) has raised funds for two machine guns at $1,000 each and presented them to the government.

A. C. Hewitt, of Miller & Richards, Toronto, who has been through the Maritime Provinces, found the printin gbusiness very satisfactory.

Talk of reviving *The Labor News*, published by P. D. Ayer & Co., Moncton, N.B., and which was suspended about a year since, is current.

Trade continues dull in Yarmouth Bay. However, a little is being done. Local advertisers have not curtailed their announcements, but transient customers are few.

L'Acadien, of Moncton, a French weekly newspaper, owned and edited by E. O. Gallant, was in financial difficulties, and is now being conducted by a committee, composed of P. A. Belliveau, E. C. Cormier and R. J. Frechette for a new company.

J. T. Hawke, editor and proprietor of The Moncton *Transcript*, has been seriously ill with a blood clot, but is now resuming his professional and other duties as usual.

D. B. Weldon, city editor of The Moncton *Daily Times*, is taking a course as Lieutenant at the Royal Military College, Kingston. W. Edington is supplying in his stead.

W. D. Dimock, editor of The Truro *News*, is off moose-hunting in the dense forests in the region of Money Point, Halifax County, and landing his usual two and three pound trout from the waters of the adjoining big Ship Harbor Lake.

The Union *Advocate*, Newcastle, recently completed a voting contest. The publishers say that the contest was a success and more than satisfactory in every respect. They pay a tribute to John S. Scott, of Toronto, who managed the contest.

NEWFOUNDLAND

The Plaindealer of St. John's, has installed a new linotype. The machine is of the K model.

W. F. Coaker, editor in chief of the *Mail and Advocate* of St. John's, made a tour of the East Coast of Newfoundland.

M. W. Cooke, of the mechanical department of the St. John's *Mail and Advocate*, spent a while during September at his old home in Twillingate.

V. J. Parsons, of the editorial staff of the St. John's *Evening Telegram* underwent a surgical operation at the General Hospital at St. John's, and had one of his toes amputated.

Hon. P. T. McGrath, editor of the St. John's *Evening Herald*, is visiting Canadian cities, and attended as a visitor the annual meeting of the Canadian Press Association in Toronto.

Alex. B. McCulloch, chief proof reader of the *Times-Dispatch* of Richmond, Virginia, is making a tour of Newfoundland and Labrador as far as Nain. He spent a few days in Montreal and Sydney, N.S., and then proceeded to Curling, where he joined a steamer for Battle Harbor, Labrador. From thence he proceeded north to Nain by regular steamer and will return by way of St. John's. Mr. McCulloch is on a health trip, and will spend two months' absence from his home.

THE DEAD

Harry R. Butz, proprietor of the Art Press, Edmonton, Alta., is dead.

Walter J. Henderson, 34 years of age, manager of the paper department of Brown Bros., Toronto, is dead.

John M. Galbraith, who was born in Edinburgh, Scotland, forty-one years ago, is dead. The deceased was an employee of the Peterborough *Examiner*, in the job department.

Leslie S. Palmer, a resident of Goderich for a few months, carrying on a small printing office, is dead. Deceased was 55 years of age, and had lived in various places in Canada and the States, going to Goderich from Dungannon, where he had started the *News*, but sold out to his step son, W. H. Bellamy, who has since conducted the paper.

PRINTERDOM

SCHOOLS OF INSTRUCTION FOR PRINTERS

Elsewhere in this issue of *Printer and Publisher* is an article entitled: "A Printer's Preparation for a Larger Career." Since it was penned, two communications have been received from different sources relating to technical instruction. *Printer and Publisher* is particularly glad that its counsels to young printers—young, that is, in years or spirit, or both—are having the right sort of point given to them by those concrete suggestions as to how one can prepare himself for higher and more remunerative posts.

From Miller & Richard, Letter Founders, Toronto, comes an announcement of its school for the instruction of operators on type setting machines. A 6-weeks course is given and only 6 students at a time are received. Students must measure up to certain severe requirements: They must have a sound knowledge of spelling, grammar, punctuation, and proper spacing; also, only those with a knowledge of case composition are accepted as students.

The gains of this course are not alone to the students, but also to those employing them. Miller & Richard have set a high mark for themselves and for the graduates from their school. *Printer and Publisher* is gratified to know that such a school is being established in Canada, and trusts that what is now a brave venture may become an established and distinguished success.

"The Thinking Hand" is the title of a booklet issued by the Inland Printer Technical School and is an announcement of the course of instruction provided by the International Typographical Union of North America. The course of this school can be taken by correspondence and has been taken by numerous printers in Canada.

Another school of instruction, which must be attended in person by the student, is the Apprentice School in connection with the Lakeside Press, R. R. Donnelley & Sons, Company, Chicago. Another similar school is the North End Union School of Printing, Boston, whose *Apprenticeship Bulletin* is always welcomed by *Printer and Publisher*.

In Cincinnati has just been established a school of printing and lithography in connection with the Institute of Applied Arts.

In Toronto, technical instruction in printing is provided by the New Central Technical School, the instructor being Walter H. Handley.

In the matter of books, these are too numerous to mention, but attention is directed to the ambitions and greatly to be commended series of volumes composed under the general title of Typographic Technical Series, complete in 64 volumes, and published officially by the U. T. and F. C. A. The initial cost of this set of books is not less than $40,000.

From all this it will be seen that printers eager to advance themselves in their chosen work are provided with many helps of a most practical kind.

MUNSEY BUYS INTERTYPES

The Frank A. Munsey Co., which publishes the New York *Press*, has recently installed thirteen additional intertypes.

COATED PAPER SUPERINTENDENT

The coated paper industry in Canada is to be congratulated upon securing the services of the distinguished Scotch Superintendent, R. B. Foulis, of Rutherglen, Scotland.

Mr. Foulis entered the Inveresk Mill at the age of sixteen, and spent ten years in this mill working on the different processes of coating. He then took an executive position with the Clyde Mills and during the next ten years succeeded in increasing that plant from six single single machines to ten single and two double machines, and made for the Clyde Coated, a world-wide reputation, as Clyde Mills enamelled surface papers are the last word in coated paper in Great Britain and the Colonies.

Mr. Foulis resigned his position with the Clyde people to accept the superintendency of the Barber mill for the Provincial Paper Mills Company. Mr. Foulis is accompanied by Mr. Dickie, a prominent Scotch color man, who will be his assistant at the Barber mill.

To those of the trade who have favored Scotch Coated, it will be interesting to note the change in the product of the Barber mill under the new superintendency.

SITUATION IN TORONTO.

As it looks to the Graphic Arts Board of Trade of Toronto, the near future seems more cheerful for the printer though the volume of business being placed is still far below normal in this section.

Our educational campaign will be pushed with vigor this fall and winter, the first estimating and cost finding classes being held early in October, and it is expected that we will have even a larger attendance than last year. A class for advanced students of estimating is also in contemplation. Some interesting lectures on Salesmanship and Efficiency are under consideration. The general estimating class is open to all proprietors of printing plants, their managers, office employees and foremen. There is no fee for this class.

The past year has shown the printers the importance of knowing the value of their output and properly pricing it, and we have already had a number of inquiries regarding the classes.

If the present conditions cause printers generally to turn to the study of cost and efficiency with correct salesmanship, they will prove a blessing in disguise.

GAS GOVERNORS.

A subject of importance to all users of typesetting machines is that dealing with gas governors. A pamphlet on this subject has been issued by the Mergenthaler Linotype Company. Gas governors by their control of pressure and temperature, assist in the production of perfect slugs, save operators' time and conserve gas.

INK TONERS SCARCE.

Makers of printing inks are experiencing trouble in obtaining adequate supplies of toners for black inks, owing to the supplies of this line being greatly reduced. In the matter of colored inks, the difficulties, as is well known, have been many and serious.

FORBIDDEN NEWSPAPERS

The Gaelic American, a weekly paper published at 165-167 William street, New York, U.S.A., *The Irish World*, a weekly paper published at 27-29 Barclay street, New York City, U.S.A., and the *People's Post* of Indianapolis have been refused the privilege of the mails in Canada and are prohibited from circulation in Canada in any way.

TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED
111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process for Reproducing Electrotypes from Halftones.

Our work and rapidity of service unequalled. Out-of-town customers will please note.



TRAYTON BLABER, Manager

NO doubt you are anxious to obtain your share of Poster Stamp work. The only way to make good in this line is to use "NON-CURLING" GUMMED PAPER for all classes of stamps. It costs very little more than the ordinary, and in printing it saves money.

Samuel Jones & Co.

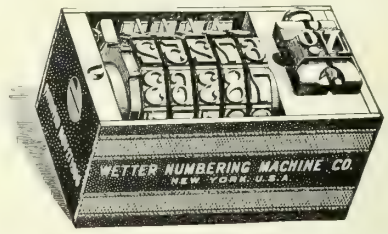
Gummed Paper Makers

Bridewell Place London, Eng.

WETTER Numbering Machines

The Drop-Cipher feature alone makes them worth double the price of others.

Are kept up to the Standard demanded by the most exacting conditions — they are built right.



Sold By All Dealers

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, New York, U.S.A.

Have you used E. PULLAN'S
MADE IN CANADA
WASHED, STERILIZED

WIPING RAGS ?

Please quote on Washed and Sterilized Wipers.
Name.....
Address.....
To E. PULLAN, 20 Maud St., Toronto

Information cheerfully given. Just cut out slip and mail.

"For Sale" or "Want" Advertisements

Classified Advertising

EQUIPMENT FOR SALE

MONOLINE FOR SALE. 92 HOGARTH Avenue, Toronto.

FOR SALE COMPLETE JOB PRINTING outfit; used 4 months; cost $365.00; price now $175.00. E. W. Douglass, Stanley, N.B.

FOR SALE A BABCOCK OPTIMUS press, inside measurements 36 x 56; in first-class running condition. 238 Fifth Printer & Publisher

REBUILT PRINTING PRESSES SIX column quarto, $750; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

FOR SALE—ONE HOE STOP CYLINDER Pony Press, in first-class condition, also one Wire Stitcher, as good as new. Having united the Thornbury and Clarksburg newspapers in one journal we do not require the above machines. They are easily worth $750, but for a quick sale we will accept $500 spot cash for both. The press will print two six-column newspaper pages perfectly and at a high rate of speed. Apply to DAWCETT & CO., Clarksburg, Ont.

EQUIPMENT FOR SALE

FOR SALE THE REAL PROPERTY AND plant of the Finnish Publishing Co. of Port Arthur, Ontario, until recently publishers of the Finnish Daily Newspaper, Job Printers, Bookbinders, Publishers and Dealers. Real Estate, $18,000; Plant as per stock list, $29,978, will be sold en bloc or in parcels to suit prospective purchaser. Stock list and further particulars may be had by applying to W. A. Samuel, Assignee, Rooms 8-14, Ross Block, Fort William, Ont.

WANTED

WANTED FOR A MERGENTHALER No. 5 (Linn), a magazine with an 8 pt. font, or magazine only to fit. Hebrew Journal, 67 Elizabeth St., Toronto.

WANTED TO PURCHASE SMALL JOB-printing business plant in live country town in Ontario. Must be doing good business and reasonable terms granted. Apply Box 503, Printer and Publisher.

PRINTER WITH NINE YEARS' EXPERIence on newspaper and job work desires position. Competent, steady and sober. Will go anywhere and can come on immediate notice. H. E. Adair, 811 Shaw St., Toronto.

POSITION AS MANAGER OR SUPERINtendent; long experience; careful buyer and estimator; eighteen years in all branches; can report almost immediately. George D. Perry, 112 Gothic Ave., Toronto.

WANTED

CONTEST MANAGERS (CANADA CO. preferred) send proposition to Box 371, Printer and Publisher.

WANTED ADDRESSES OF FIRMS WHO would undertake the manufacture of Gilbert's Patent Vacuum Bronzer for Canada. For particulars apply The Patent Hand Vacuum Bronzer Co., 618 Hampton St., Birmingham, England.

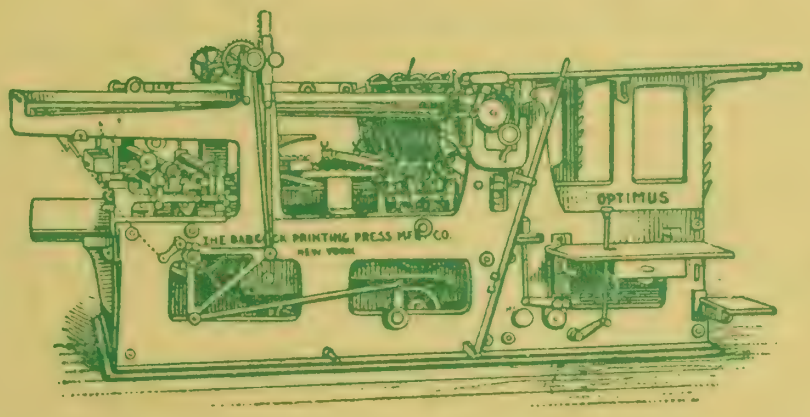
WANTED TO LEASE WEEKLY NEWSpaper, Ontario preferred, with option of purchase. Advertiser is thoroughly competent newspaper man with fourteen years' experience (daily and weekly). State particulars and terms in first letter. Box 370, Printer and Publisher.

BUSINESS CHANCES

LINOTYPE INSTRUCTION —SAFEGUARD your future; evening course, $5 weekly. Empire School, 419 First Avenue, New York.

WEEKLY NEWSPAPER (IND.) NO OPposition. In growing town, good country, good job work, very good plant. Whole interest offered for sale, together with brick block. Box 368, Printer and Publisher, Toronto.

THE BABCOCK "OPTIMUS"



The final test of a press is its *output*. In that, *Quality* is the first consideration and then *Quantity*. Frequently workmanship is lost sight of and too much stress is laid on *Speed*. The combination of the two, *Quality* and *Quantity*, is essential,—and that is one potent reason why you should

BUY THE BABCOCK "OPTIMUS"

The "OPTIMUS" is first of all built to turn out printing that is better than the average work of a two-revolution. Perfect Distribution, Accurate Register, Even Impression and Unequaled Speed Are Built Into

THE BABCOCK "OPTIMUS"

The principle of construction in the "OPTIMUS" gives *SPEED* without jarring or jerking, and friction is reduced to the minimum. The finest quality of printing is produced at high speed, with least possible wear and tear. The "OPTIMUS" stands up under the most unfavorable conditions.

Our Best Advertisements are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba.

Say you saw it in PRINTER & PUBLISHER.

"The Multiple Magazine Linotype Will Do All But Think"



The Hand that Keeps the World Informed

Remarked an astonished observer. It is just that "THINK" that counts in everything. Put the same thought into machine composition that you put into hand composition and you, too, may be astonished at the quality and the great economy.

CUTLER-HAMMER ELECTRIC POT



Even heating and close, automatic temperature regulation assists in producing perfect slugs and conserving the metal. Applicable to all models of new and outstanding Linotypes.

THOMPSON TYPE-CASTER.



Casts either individual types or logotypes, ready for use, from Linotype or its own matrices supplied at low cost and in a great variety of faces and sizes or made to special order.

MILLER LINO SLUG [illegible]



Supplied as a separate machine or as a Miller Saw Trimmer attachment, for routing Linotype slugs to mount cuts of any shape, size or thickness to exact type height.

CANADIAN LINOTYPE LIMITED

35 LOMBARD STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK
Tribune Building

NEW ORLEANS
549 Baronne St.

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

Say you saw it in PRINTER & PUBLISHER.

PRINTER & PUBLISHER *for* NOVEMBER

Advertising Agents—Whose Agents Are They?
Anson McKim

Making Christmas Put Dollars in the Printer's Pocket

How a Country Publisher Built Up His Advertising
John C. Kirkwood

How Electros and Stereos Are Made

Legitimate Co-operation Between Editor and Advertiser
T. J. Tobin

Millions of Lines of Advertising for the Asking

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

"Used in Canada wherever good printing is done."

THE

Dominion Printing Ink and Color Co., Limited

J. W. ROOSEN, Pres. H. D. ROOSEN, Treas. R. E. HEWITT, Secy.

128-130 PEARS AVENUE TORONTO, CANADA

Manufacturers of

Printing and
Litho Inks,
Dry Colors and
Varnishes

The Only Manufacturers of the famous

Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

We make the Blacks that Dry with a Lustre

STOCKED AND SOLD BY

John Martin Paper Co., Limited
Winnipeg, Calgary, Edmonton

Gunn Paper Co., Limited
St. John, N.B.

TORONTO

has many attractions for you, but don't miss seeing our PERMANENT MACHINERY EXHIBIT under power and in daily operation, machines never before shown in Canada.

IT WILL INCLUDE:

The new Model B Intertype
The new Osterlind Job Press
The new Hartford Art Platen
The new Omaha Hustler Folder
The new Vanbosser Electric Mount
The new Composing Room Saw
The new American Folder
The new Osco Router
The new Peerless Platen Press
And other things

ALL MONEY-MAKERS FOR YOU

You need them, so make it a point to see them.

Miller & Richard
7 Jordan Street, Toronto, Ont.

BARGAINS IN Rebuilt Printing Presses

We have the following stock of used Perfecting Newspaper Presses for sale.

ROTARY STEREOTYPE PRESSES

Goss Standard 64-Page Octuple Press, Four Plates Wide with one Color Attachment.

Hoe Sextuple 48-Page Press, Four Plates Wide.

Hoe Right Angle 32-Page Quadruple Press, Four Plates Wide.

Goss Four-Decker 32-Page Straightline Press, Two Plates Wide, Black Printing.

Goss Four-Decker 32-Page Straightline, Two Plates Wide, with Three Color Combination Top Deck.

Hoe Three-Roll 24-Page Press with Observer Style Folder.

Hoe Three-Deck 24-Page Straightline Press, Two Plates Wide, with One Extra Color.

Hoe Double Supplement 24-Page Press.

Potter Three-Deck 24-Page Press, Two Plates Wide.

Scott Three-Decker 24-Page Press.

Goss Two-Deck 20-Page Press, Lower Deck Three Plates Wide.

Goss Three-Deck 28-Page Press, Lower Deck Three Plates Wide.

Goss Three-Decker 24-Page Straightline Press, Two Plates Wide, with Three Color Combination Top Deck.

Goss Supplement Clipper Press, 4 to 16 Pages.

Campbell New Model Press, 4 to 8 Page.

FLAT BED PRESSES

Goss Semi-Rotary Press, 4 to 14 Pages.

Twelve-Page Duplex Angle-Bar Press.

Cox Duplex QQ Press, 4-6-8 Pages.

Cox Duplex Double Drive Angle-Bar Press, 4-6-8 Pages.

SHEET FEED FLAT BED PRESSES

Babcock Optimus Two-Revolution Press No. 9, 4 Pages.

Cottrell Seven-Column Quarto Two-Revolution Press, 4 Pages.

These Machines are offered thoroughly overhauled, rebuilt and tested in our factory.

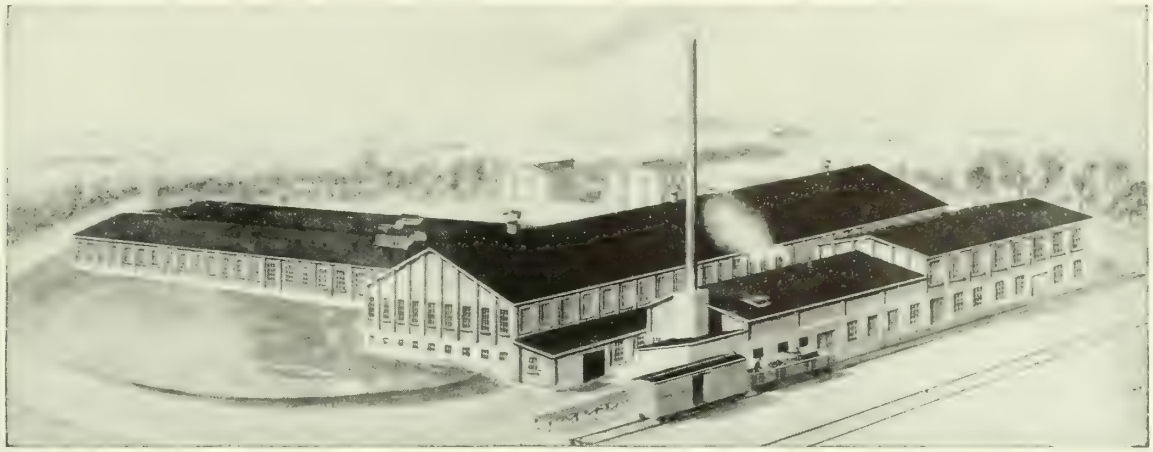
Kindly let us know your requirements as to size of product, number of pages and capacity and we will cheerfully furnish prices and terms.

THE GOSS PRINTING PRESS CO.

CHICAGO, ILLINOIS
MAIN OFFICE AND FACTORY:
16th Street and Ashland Ave.

NEW YORK CITY
METROPOLITAN BLDG.
No. 1 Madison Ave.

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., HAYES, MIDDLESEX



Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building Private Exchange Adelaide 1986

What Does the Newspaper Directory Say About Your Circulation?



Does the directory give you as high a rating as you want? Advertisers believe that your paper gets as high a rating as it deserves. If you want a higher rating, the only way to get it honestly, is to build up your circulation and tell the world exactly what it is. Directory publishers are glad to give you credit for all the circulation you have.

My tried and proved contest system will get you circulation—bona fide business, the kind that "sticks," if your paper is right; will collect arrears from old subscribers, will add to the good-will of your business; and will leave you a good cash balance after defraying the expenses of the contest. All of these things I have proved to other publishers.

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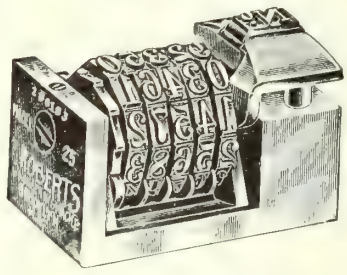
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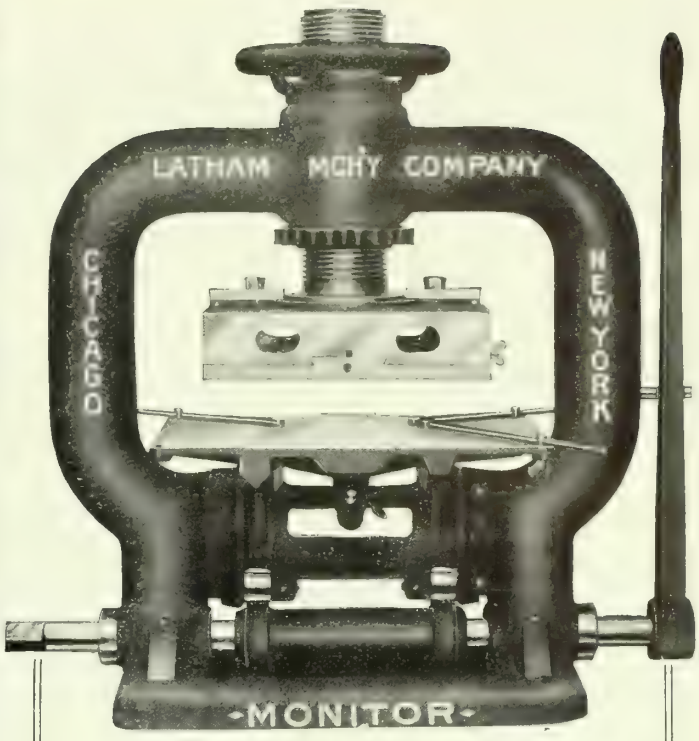
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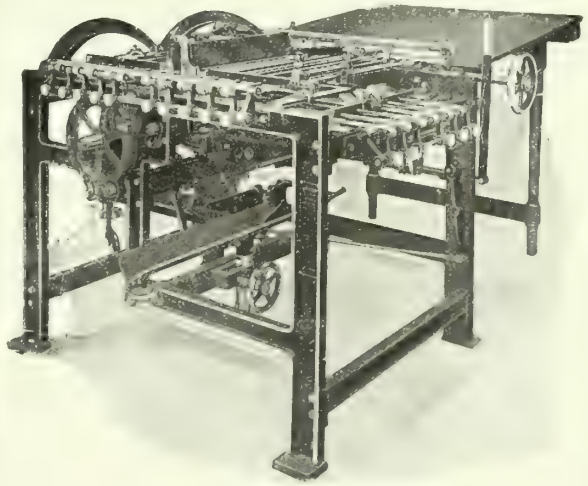
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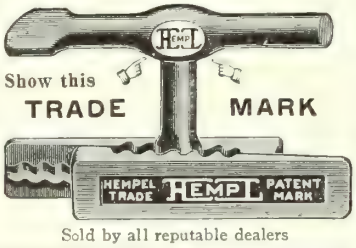
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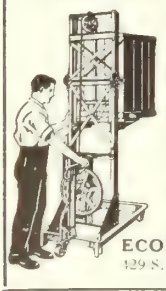
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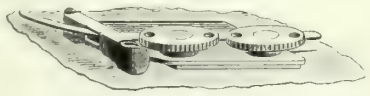
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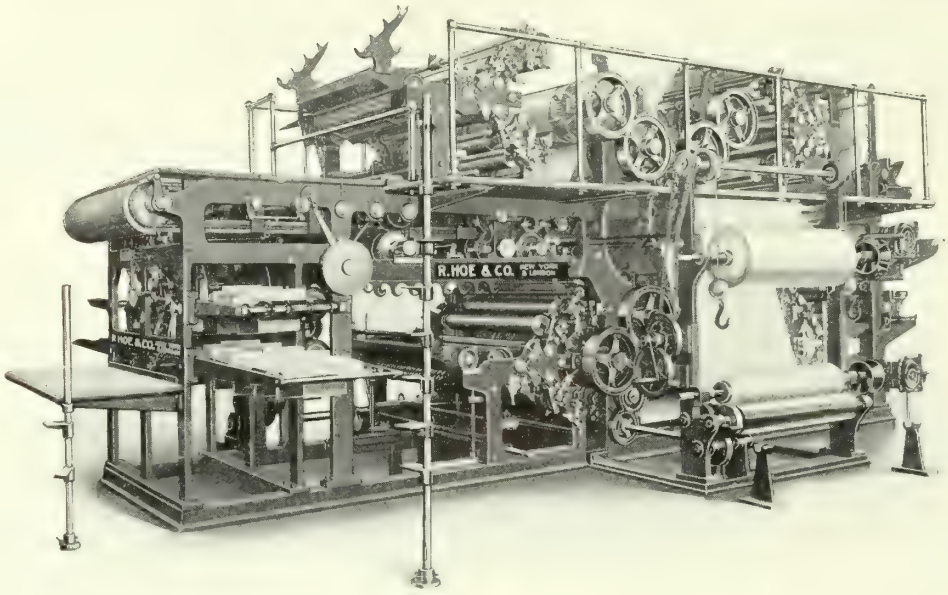
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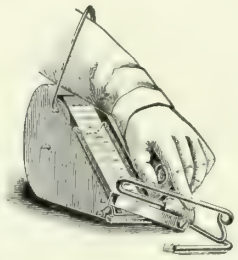
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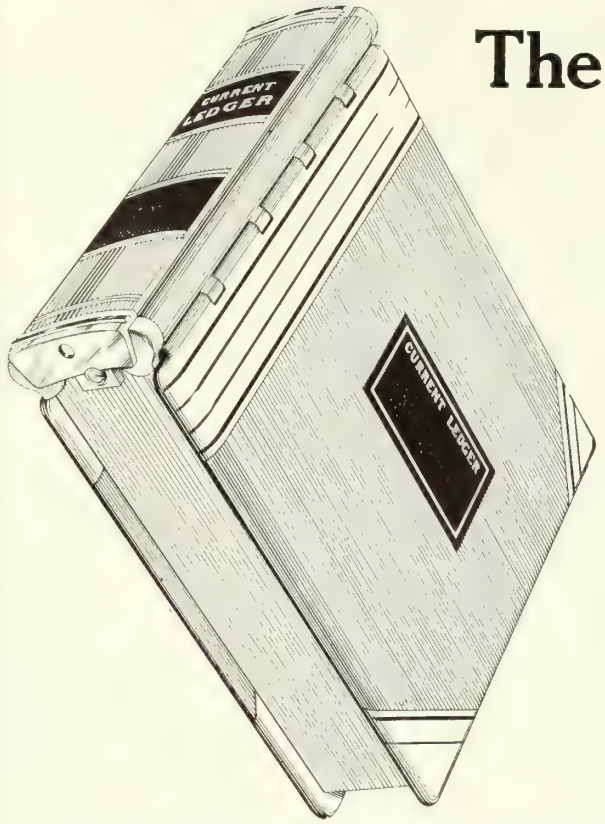
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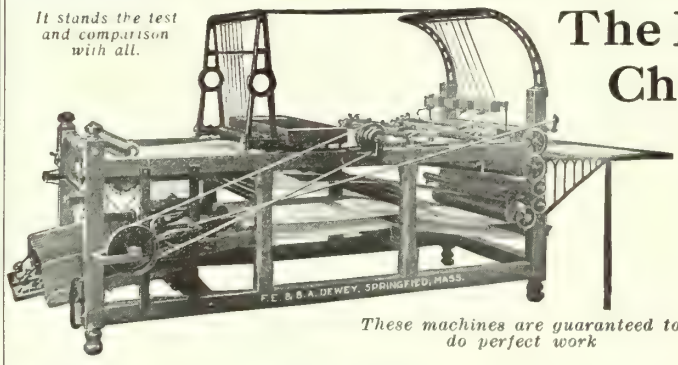
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Canadian Agents: Miller & Richard, H. J. Logan and others.

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GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

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PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

Vol. XXIV. Toronto, November, 1915 No. 11

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The MACLEAN PUBLISHING COMPANY, LIMITED

143-153 UNIVERSITY AVENUE, TORONTO, CANADA

JOHN BAYNE MACLEAN, *President* DUNCAN B. GILLIES, *Manager*

BRANCH OFFICES: MONTREAL, 701-702 Eastern Townships Bank Building, R. H. Ecclestone, Manager; WINNIPEG, 34 Royal Bank Building, Gordon Rutledge, Manager; NEW YORK, 115 Broadway, T. F. Blissert, Manager; CHICAGO, 140 South Dearborn St., Room 607, A. H. Byrne, Manager; BOSTON, 733 Old South Building, C. L. Morton, Manager; LONDON, ENG., Agents: The MacLean Company of Great Britain, Limited, 88 Fleet Street, E. C., E. J. Dodd, Director, Toronto Representative, H. C. Lowrey

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Contributions of vital interest to Canadian printers and publishers are solicited, and prompt payment will be made for all accepted matter.

Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements should reach office of publication not later than the 10th of the month preceding date of publication.

STEEL GALLEYS—STEEL SHELVING

STEEL IMPOSING TABLES—STEEL TYPE CABINETS

STEEL GALLEY CABINETS—STEEL BINDERY TABLES

Hamilton Steel Case Stand No. 929-A



Hamilton Steel Case Stand No. 929-A. Capacity, 40 lip-front full size cases. Price $17.00, not including Cases. Dimensions over all, 70¾ inches long, 23 inches wide, 43 inches high. Weight crated, 275 lbs.

This Stand has double the capacity of an ordinary Case Stand, which means a 50 per cent. saving in space and a corresponding reduction in the amount of needless walking about the shop—a saving in rent—an increase in profits.

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The Top is made to take any of our standard iron brackets, or if desired any of our built-up Steel Composing-Room Tops can be used with these Stands.

These Stands are strong and rigid—made to last a lifetime. Order one to-day.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N.J.

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Toronto Type Foundry Co., Limited — Toronto, 70 York St.; Montreal, 345 Craig St. W.; Calgary, Alberta.; Regina, Saskatchewan.; Rex A. Hand, Representative for Maritime Provinces and Newfoundland, c/r Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver and Winnipeg.
Miller & Richard, Toronto, 7 Jordan St. Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York Street, Toronto.

A VALUABLE LINE GAUGE, graduated by picas and nonpariels, mailed free to every inquiring printer.

STEEL ELECTROTYPE CABINETS

PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Advertising Agencies--Whose Agents are They?

Anson McKim's Answer to the Question—A Survey of Agency Beginnings and Development in Canada — Pertinent Questions Asked and Answered

SHOULD the publisher pay a commission to the advertising agency? Should the agency look to the client for compensation for service rendered instead of depending on the publisher for such compensation? Is the agency the agent of the advertiser or of the publisher?

These are questions asked many times in the past, and still being asked, and the answerers are not by any means agreed as to what constitutes the right answer.

In Great Britain and in the United States, it is a common practice for advertising agents to rebate to the advertiser in full the commissions received from publishers and to charge the advertiser a percentage commission on the net for service rendered.

In Canada this practice is rare, though not unknown, and is frowned at by the Canadian Press Association. In Canada many publishers have felt and still feel that advertising agencies are their enemies and that they must always be on their guard against the machinations of agencies — or at any rate against some agencies. PRINTER AND PUBLISHER has received some very bitter letters from publishers who complain of the attitude of agencies—or of some agencies—with respect to the publisher.



ANSON McKIM
President of A. McKim, Ltd., Advertising Agents, and writer of the thoughtful and highly interesting letter of the accompanying article.

Let it be said that there is something to be said on both sides; also, that the whole subject deserves a more studious consideration than it has been receiving—this on the part of all concerned.

Because of the deep and growing interest in this question of the agent's relations to publishers and his client, the letter which follows, from Mr. A. McKim, president of the A. McKim Advertising Agency, will be read with very attentive interest by every publisher, agent and advertising man into whose hands this number of PRINTER AND PUBLISHER goes.

Mr. McKim's letter is admirable in tone and spirit and exceedingly interesting. Of the agency of which Mr. McKim is both founder and president, it is but due to say that it is held in very high regard by all Canadian publishers—this as a consequence of long years of satisfactory dealings. The volume of business placed by the McKim Agency, its financial strength, the promptitude with which it pays its bills, and its spirit have combined to secure for this agency a surpassing degree of confidence and esteem.

Following is Mr. McKim's letter:

ANSOM MCKIM'S LETTER

An editorial in the July issue of your very excellent paper, headed, "Agents for Advertisers," inferring that the agents' commission should be paid by the advertiser, instead of by the publisher, as is now customary, may have created a wrong impression, which the writer feels should be corrected.*

A few publishers and some officials of the Canadian Press Association appear to hold the view suggested in your editorial—that an agency is of greater service to the advertiser than to the publisher, and, therefore, the agency commission should be paid by the former. This idea I think is based upon a superficial view of the situation.

*"In the editorial referred to, the question, *Should the Agency not be Paid by the Advertiser Rather Than by the Publisher?* was propounded rather than answered.

THREE BASIC QUESTIONS

The questions are three:

Does the agency represent the publisher?

Does the advertiser get a service from the agency to which he is not entitled, or for which he should pay?

Is there any other way in which the publisher could cover the whole ground, get as much business, get it paid for as promptly and have it come through with so little trouble, without costing more money?

I think it can be shown that the present method of securing foreign business through the agencies is cheaper and more satisfactory to the publisher than any other plan that can be evolved.

AGENCY BEGINNINGS IN CANADA

Now, it may be taken as an axiom that anything that exists has been called into being by some real need, and it may be worth while, before going further, to look into the history of the advertising agency in this country. A review of the past may help to give a better view of the future.

The advertising agency business in Canada really began shortly after the writer came to Montreal in 1878, as the agent of the Toronto *Mail*. At that time, Montreal advertising in Ontario papers was almost an unknown quantity. The *Globe* had been specially represented in Montreal for several years, and was getting some business—not very much. It was exceedingly difficult at that time, as I well remember, even to get as far as the private office of an advertiser to tell him about the one paper I represented, and business was terribly slow. I remember working hard every day for one whole month without getting one dollar.

It soon became evident that the interests of the *Mail* could be better served by its special agent representing at the same time leading papers in other Ontario towns, thereby enabling an advertiser to cover Central Ontario more thoroughly, so that he might send a traveler into that field to follow up the advertising and secure better results.

For this purpose a number of other papers were brought into line by the *Mail*, and the writer, acting for all, was enabled to present to the advertiser a comprehensive plan to cover that district thoroughly, in a way to give him better value for his money. From this time on, it was a much more attractive proposition which we had to offer to the advertiser, and the success of the *Mail's* business in Montreal was to some extent at least, the result of that combination. Later on, many of the publishers so represented, expressed their desire that an independent agency be established, so that business might come to them without going through the hands of another newspaper. This was in the beginning.

THE DEVELOPMENT OF AGENCY SERVICE

The agency business of Canada to-day is practically a development along those same lines. The agency of A. McKim Limited, or any other good agency, is still the representative of the newspapers, selling their white space to the advertiser, but they are doing a good deal more than merely selling the space—they are trying to make it worth the price to the purchaser. Conditions have changed since 1878, and the agent of to-day who would do nothing but sell the publisher's space at the highest price would be of no earthly use either to publisher or advertiser.

There is a business maxim which says that the only good sale is one which is profitable to both buyer and seller. Service is now the basis of any successful agency, and to serve the interests of the publishers the agency must be thoroughly equipped to help the advertiser to spend his money profitably in the newspapers. The old days of getting from a manufacturer any old cuts or copy he might have on hand and running them in the papers for a whole year without change, are gone forever.

Blank space, even in the best of publications, becomes valuable only when it is used with good copy, and this, in most cases, the agency must produce. The agency which worthily represents the publishers must maintain a staff of the best copy writers and artists that can be obtained in order to enable the advertiser to spend money in the newspapers with the best possible chance of making it profitable—in fact, the agency which is not equipped to give this assistance to the advertiser in the interests of the publisher is not supposed to be recognized at all by members of the Canadian Press Association.

It is not enough that an agency, adequately representing the publishers, shall employ bright men who can quickly grasp the advertising possibilities of a business and secure the order by showing the manufacturer or dealer how he can extend his business in different directions through newspaper advertising—that is only the first requirement. It is the development of this advertiser, year by year, where a great deal of the work comes in—submitting new suggestions, new ideas for copy, showing him where he is not covering the ground thoroughly, furnishing him with information about new territory, and, in many ways, leading him into the expenditure of more money to his advantage, and especially to the advantage of the publisher.

WHO SHOULD PAY THE AGENCY COMMISSION?

Realizing these points, how is it possible to raise the question—should the advertiser pay the agent's commission? Is there any other line of business that can be mentioned in which the seller asks the buyer to pay his salesman's salary or his commission? What would an advertiser say if asked to pay the agency for time spent in working him up to spend money in newspapers, and what would he say if told he was also expected to pay the agency for guaranteeing prompt payment to the publisher?

After all, there is just one good fundamental reason why the publisher pays the commission, and that is—*it pays him to do so*, for the agencies are the only organizations really creating business for the newspapers.

THE VALUE OF THE AGENCY TO THE PUBLISHER

Who, if not the agency, is going to be right on the ground everywhere with a complete equipment to dig up and develop general advertising for the newspapers? Is it possible for a town weekly, a medium-sized or big city daily, or even a group of such papers, to interest a new advertiser, unless they are able to take on and handle his complete plan of advertising?

Different representatives of different papers or groups of papers could only advise an advertiser to go into their own little group and would scarcely be able to interest an advertiser, as well as an agency which represented all the papers. An organization representing all the newspapers is exactly what the good agency is to-day, and the cost to the papers infinitely less than to maintain a number of small and less effective organizations. Moreover, the commission is not paid in advance nor out of capital account, the agency deducting it when remitting for space used; not only that, but the agency has to have a large cash capital as it has to pay for most of the space before it is able to collect from the advertiser.

It has often struck me that the publishers do not fully realize the value they get from the agency for the commissions they pay, as compared with the cost of the business they go after direct. When an order is received from an agency for the business of a new advertiser the publisher, not infrequently, is inclined to regard it as business which the advertiser had gotten into shape himself and was just on the point of sending along to his paper when the agency happened to drop in and intercept it.

As a matter of fact, the history of the case is likely to be that this particular advertiser was a manufacturer who

did not even brand his goods and had no desire to use newspapers or any other form of publicity, but was persuaded by long persistent effort, first, to brand his goods—later, that advertising might increase his sales—and, finally, that newspaper advertising was better for his purpose than billboards, street cars, calendars, etc., and all other means of publicity for which he was constantly being canvassed.

Just here let me mention that the good agency is interested in newspaper advertising and nothing else. The time was when bill-posting companies and street cars offered agencies a commission to turn business into them, but, finding that the agencies would not push their media to the detriment of newspapers, and that they practically gave them business only when it was handed to them—the arrangements were withdrawn as not being worth while. To-day, there is not an agency in Canada handling either bill-posting or street-car work.

MAKING ADVERTISING PROFITABLE

It is not always easy for an advertiser to make his advertising profitable. The newspaper, which masses its live telegraphic and other news of absorbing interest on its first page, sells its back page to a departmental store, reserves its "local and personal," financial and other pages of special interest for local advertising only, and does the best it can for the foreign advertiser with what is left, is not doing too much to assist the agency in getting business and should not feel that the agency is exceeding its prerogative as a representative of the paper if it puts forth some effort to have the advertiser given a good position and a satisfactory service. Every salesman in any line who is worth his salt is doing that same thing—trying to get his employer to use his customer well, in order to build up business. In fact, the salesman in other lines frequently goes so far as to plead for extra credit to be given to certain customers, in order that he may put the business through.

LOCAL *v.* FOREIGN ADVERTISING

I feel quite free to acknowledge that a newspaper's first interests are those of its constituency, and it is perhaps only natural that the departmental store and local advertising should get first attention, as part of a general policy of doing everything possible to forward the interests of the community.

I also want to acknowledge gratefully the very real and cordial co-operation given us by most papers in our efforts to dig up and develop the general advertiser. I do feel, however, that there is a certain lack of appreciation of the work the efficient agency is doing on the newspapers' behalf.

No other means, I believe, excepting an organization that is equivalent to an advertising agency, can produce the same amount of business. No other line of effort can accomplish the results at anything like the cost, and the publisher who gets his general and foreign advertising (most of it in plate form) through the agencies without the trouble and risk of collecting accounts, will find this class of business more profitable than his local advertising secured direct.

GETTING ADVERTISING STARTED

Covering the ground for all worthy advertising media in this country at once, the agency searches out the manufacturer who can advertise with profit, and goes after his business. Acting for so many publishers, the agency can afford to send a representative of the highest calibre, who readily secures an attentive hearing from the chief of even the largest firm. Presenting a complete and comprehensive plan, backed by efficient service, the agency arouses favorable interest and finally gets the advertiser started, where a succession of representatives of individual publications, each presenting his own special claims, would be likely to confuse and antagonize the prospect altogether.

THE AGENCY THE PUBLISHER'S AGENT

Anything beyond a superficial consideration, I think, shows clearly that, in helping the advertiser, the agency is really the employee of the publishers—developing, holding and increasing business for them far more effectively and economically than they can do it themselves, either individually or in groups.

A. McKIM,
President, A. McKim Limited.

Montreal, September 23, 1915.

* * *

That Mr. McKim has written a strong and persuasive letter none can deny. Whether or not his conclusions are agreed to by all publishers and others who have been giving this matter serious thought, remains to be seen. But one thing is sure: this letter of Mr. McKim's has done a needed work, and done it happily and well—this by giving Canadian publishers a reasoned statement of a Canadian advertising agent whose record and character give worth and weight to his views.

Miss Pennell's Address Appreciated

A WESTERN publisher reading in last month's issue of PRINTER AND PUBLISHER the text of the address delivered by Miss Margaret Pennell, of the J. J. Gibbons Agency, on the subject, "What the Space-buyer Wants to Know," has written Miss Pennell as follows:

"Let me congratulate you, Miss Pennell, on your masterly address at the Toronto convention. I have read and re-read the article in PRINTER AND PUBLISHER very carefully and appreciate the thoroughness with which you have studied your subject and the direct and forceful manner in which you have presented it. Publishers all over the country are indebted to you for the article and it will be their own fault if they do not benefit from a careful study of it.

"Our own case is an exemplification of the fact that we have been furnishing the agencies with anything but the real information they require, that is, where we have furnished anything at all, and your timely article brings the matter more forcibly to my attention. I thank you for it and I am sure you deserve the thanks of all publishers as well."

It is greatly to be hoped that many publishers will read and re-read Miss Pennell's paper, for it is most suggestive of what the buyer of advertising wants and of what the publisher can and should provide. Publishers everywhere needed clear light thrown on the matter of their obligations and their opportunities in the matter of selling their advertising space.

Wood Split Pulley Manufacturers Using Daily Newspapers

THE J. Walter Thompson Company announce that they are commencing an aggressive campaign for the Dodge Manufacturing Co., on wood split pulleys, using the metropolitan dailies in Ontario and Quebec and the Maritime Provinces.

The use of the daily press for an article of this kind is a step in advance, one that could well be followed by other manufacturers.

The copy will be largely educational showing the advantages of wood split pulleys over the metal pulleys, and, of course, Dodge Wood Split Pulleys above all others.

On the Making of Electrotypes and Stereotypes

A Visit to an Electrotyping Plant—Preparing the Wax Mould—The Electro-plating Process—Finishing Electrotypes—Making of Stereos—Hints to Printers

YOU enter a very black room—walls are black, machines are black, clothes are black, and faces and hands.

You see blackened sacks on the floor containing masses of black wax—some in cone form, some in the form of cylinders. This wax has come from Austria, but like everything else received in the past from Germany and Austria, the ozokerite, as it is called, is becoming difficult to obtain; and so Anglo-Saxon genius is busy on the problems of how to produce a satisfactory substitute. The problem will be solved. Necessity is the Mother of Invention.

This black wax—as much as is required at a time—is put in steam-jacketed pots to be melted. When melted it is ladled out on to a flat metal-topped bench kept warm by steam pipes. Here the wax is formed in flat slabs or cakes about 18 inches x 11 inches—varying, however, according to requirements, having a thickness of about half an inch. This cake is called a "case."

The case-maker's work, while apparently simple, is really very important. Air-bubbles must be thoroughly removed. This is done by passing a hot iron over the case. This draws out the air. The top of the case is shaved with a heated implement resembling a draw-knife. Then the case is rolled or planed to a standard thickness—this on a separate machine.

MAKING THE IMPRESSION

The case then passes to another skilled workman who places on the wax cake the type form or electro—as many of these as there is room for. Then the wax case with its burden of metal is placed in a press. The pull of a lever depresses the type or electro into the wax—this to a gauged depth.

When the case is removed from the press, and the type-forms or electros are removed, you see their impressions deeply registered or molded on the black tablet.

Over the tablet and into the depressions is sifted powdered black lead. The tablet with its powdery covering is then placed into a machine called a brush-leader—a grimy chamber. The door is closed; electric power is turned on; motors send wheels a-spinning; brushes are set in operation to brush into the impressions very thoroughly a film, as it were, of black lead.

When the tablet or case comes out, you see it highly polished—with the lustre of black-lead. The surface of the tablet and of the impressions has a burnished, thin metallic surface.

Then the lustrous tablet goes to a man who affixes to it, by melted wax adhesive, a flat piece of copper—about 2 inches square. This man works with a small hollow cone-shaped tool filled with melted black wax. Skilfully he runs this tool round the moulded impressions, building little walls of wax about them and through them wherever needed, the hot wax flowing through a small aperture in the apex of the cone. This work is done swiftly.

Then the wax surface surrounding or bordering the impression is melted away to a slightly lower level, this by running over the surface a hot iron. This operation removes from this portion of the tablet the black lead metallic coating.

Here let it be said that this black lead coating is a conductor of electricity. This is one of its functions. The piece of copper referred to above, affixed to the tablet, is also to act as a conductor of electricity when the finished case is placed in the electro-plating bath.

PUTTING A METAL FILM ON THE CASE

The next operation consists in pouring from a bottle a quantity of methylated spirits over the burnished case—with its little wax walls. Then is dusted over the wet surface a quantity of iron filings. Then a blue-stone solution is poured over the tablet. The result is the instantaneous formation of a thin film of metal on the black-lead base. This film takes on a pinky hue.

Now the tablet is ready for the electro-plating bath. It is hung by aluminum hooks from a cross rod over the bath.

Attached to the hook is a sort of finger of copper which touches the square of copper affixed to the tablet. In the bath tank are suspended copper anodes—square rods of pure copper. The liquid in the tank is water in which blue stone has been dissolved. Electric current is turned on into the water. The effect is to cause the copper anodes to dissolve. The dissolved copper is attracted to and deposited on the other metal suspended in the bath—namely, the metal surface of the immersed wax tablet. Over this metal surface the dissolved copper is deposited evenly and slowly.

The tablet is allowed to remain in the bath for from 2 to 3 hours—according to the thickness of the copper deposit required: two hours when the electro is to be used mainly for stereotyping; three hours when it is to be printed from directly.

BACKING UP THE ELECTRO

When the case or wax tablet with its coppered surface is removed from the electro-plating bath the wax base is completely removed by heat. This leaves a thin sheet of copper on one side of which—the side next the wax impression or mould—is a perfect register of the impressed type or illustration with its raised or printing surfaces and its hollows or recessed non-printing portion.

This copper sheet is now cut into its due divisions—one for each separate job.

The next operation consists in brushing the back of the sheet with an acid solution to cleanse it and to prepare it for an application of tin-foil solder. The tin-foil is placed lightly on the back of the copper sheet, which is then placed on a tray-like sheet of hot metal. This metal tray is then placed in a pot of molten type-metal. The great heat of this molten metal causes the tin-foil to dissolve on its copper base, thus becoming a solder. Then the tray is lifted out and placed on an iron frame. Molten type metal is then poured over the soldered copper sheet, being kept from over-flowing by iron guards.

When cooled, the result is a reinforced electro-type—copper surface, solder and backing of type-metal. This is placed through a machine which planes the backing metal, reducing the whole thickness to the requisite standard gauge. Then this metal plate or electro type is mounted on its wood base—this after being properly trimmed. The mounted electro is likewise passed through a planer which reduces the whole to type-high depth.

On the processes of tacking or nailing the electro to the wood base, and of sawing out or mortising inner portions for the admission of type, and on other minor operations and attentions pertaining to the finished job, it is unneces-

sary to dwell; only it is to be remarked that the finishing is done in a separate room—less black and grimy than the foundry. Also, it may be noted that each man works with a wholly pleasing celerity and precision.

THE MAKING OF STEROTYPES

The making of a "stereo" or stereotype is a simpler and cheaper process than the making of an electro. The impression or mould is made, not on a wax base, but on a paper or pulp base.

Two sheets of special heavy paper, of about the thickness of blotting paper and of the consistency of cardboard, are made adhesive by paste. Then a layer of paste is laid on the top side of the upper sheet, and a sheet of special tissue paper is laid on. Then another layer of paste, and another sheet of tissue; perhaps also a third layer of paste and tissue. This papier-maché sheet is technically known as "flong."

Thus is secured a paper foundation having a considerable responsiveness to pressure. The tissue papered surface, with its layers of paste, is extremely impressionable.

On top of this tissue-paste surface is placed the type-form or electro to be duplicated. Then pressure is applied by a special press having a steam or gas-heated floor. Here the impressed papier-maché is literally baked.

When the sheet is removed, it is found to be deeply impressed with the type form or electro, and quite hard and dry. It now called a matrix or "mat."

This matrix is then placed in a casting box of special construction; molten type-metal is poured in, and there is obtained a metal printing plate. When this printing plate is designed for a cylinder press, the casting box chamber is cylindrical in form, and of standard diameter.

When the stereotype is removed from the casting box it is trimmed or finished and mounted—by processes unnecessary to describe.

This matrix being hard and tough can be used many times. If need be several matrixes or matrices are made—this if duplicates are desired for the purposes of expedition or for sending away to printing plants or newspaper publishers having their own stereotyping facilities.

Stereos are used instead of electros, as a general thing, when they are not to be used directly in the processes of printing, but rather for the purposes of further stereotyping—this because stereos are soft-surfaced in comparison with electrotypes or "electros," as the word is usually abbreviated; when a hard, durable printing surface is desired—one that is to be actually printed from—electrotypes or nickeltypes are used. Nickeltypes are identical with electrotypes, with the exception that nickel is used instead of copper as a plating. Nickel is harder than copper, and more expensive.

ELECTROTYPING FINE HALF-TONES

The brush-lead treatment, as described above, is used as a general thing in the making of electros of half-tones —those up to 150 screen. But when the half-tone to be duplicated is finer than 150 screen, other processes than the brush-leading are used for giving the wax case its preliminary metallic surface. These processes are a wet-leader process and a lead-mould process. In the wet-lead process the impressed wax base or case, is placed in a machine in which is water containing black lead in solution. This liquid is flushed on to the case and the desired lead surface is thus applied. This process is gentler than the brush process. In the case of very fine half-tones, the printing dots are so ultra fine that brush action might injure the dots as they are formed in the wax mould.

In the lead-mould process, lead is used instead of wax. Lead will stand a compression about four times that which wax will endure. Lead having more resistance than wax, and standing a greater compression, a clearer reproduction becomes possible.

This lead-mould process is more expensive than that of the wax process, and is of particular value when expensive engravings have to be duplicated. For ordinary work, however, the wax process is common and satisfactory.

THE COST OF ELECTROS AND STEREOS

The prevailing charge in Canada is as follows:

	Per sq. inch.	With a Minimum of
Electrotypes	3 cents	25 cents
Stereotypes	2 cents	25 cents

with postage or expressage extra.

The mortising charge is a specific one of 15c—this irrespective of the dimensions of the mortised portion. Very often jobs call for mortising and the insertion in the mortised position of fresh text or copy in the case of each electro; for example when names and addresses of local retailers require to be inserted. The process in this case is to make for each name and address, small as this sometimes is, a separate electro. This is inserted in the mortised portion, and made firm by solder.

Occasionally the job calls for "patching in" a letter, or figure or name, or body of type-matter.

THE PRINTER'S PART

Apart from electrotypes for book publishers—the electrotyping of the book pages,—electros are mainly related to the world of advertising. When an advertiser or agency wants electros made, for despatch to various publications, he is usually in a hurry—a manifestation, too often, of a common Canadian fault—the habit of procrastination. This hurry or need for haste is communicated to the printer; and alas for the poor electrotyper !

Sometimes the printer is inconsiderate. If the printer lives in a centre where is an electrotyping plant, he may telephone—"Please send a boy over." The boy arrives, only to find the type-form not ready. So time is wasted. Again, the printer's boy, with a fine, but mistaken sense of the "onlyness" of his firm, leaves with the stereotyper a form and a proof, but with nothing to indicate the firm of printers sending the form. The boy, if he be not seen and recognized as coming from this printer or that, departs without definitely making known his identity and requirements. This means that the job stands idle until it is called for, or an indignant printer says cross words over the 'phone.

Printers frequently neglect to lock-up their forms properly, or to build up the composition perfectly, with the result that a letter may drop out in transit, or the composition be disturbed when pressure is applied in the moulding process.

In sending a form to be electrotyped "bearers" ought always to be inserted. By this is meant that the composition should be surrounded in the locked-up form by a wood or metal border, type-high—this for protective purposes and to facilitate the work of the electrotyper in some of his operations.

In sending forms by express to the electrotyper the printer should box them and protect them, back and front, by a layer of corrugated paper. As often as not, forms are sent long distances by express without any protection—and sometimes disaster follows.

Electrotypers must work fast, as a general thing, for orders are generally of the "rush" variety. This being so it is both economy and kindness on the printer's part to

assist in all possible ways towards the expeditious and satisfactory completion of the electrotyper's work.

VISIT AN ELECTROTYPING PLANT

If you can at all, pay a visit to some convenient electrotyping foundry. You will be made welcome, and you will be richly repaid. Your newly acquired knowledge will make you more appreciative of the electrotyper's functions and problems.

Of electrotyping plants in Canada, the sum total is not large. These plants are confined as a general thing to metropolitan centres. They are found in Montreal, Ottawa, Toronto, Hamilton, Winnipeg, and Vancouver.

It is becoming commoner than it used to be for American advertisers using Canadian publications to have their electros produced in Canada—this because it is cheaper, to escape vexatious Customs delays and charges, and for expeditious despatch to publishers. More of this business can be secured by advertising and solicitation.

Other possibilities of business are before the electrotyping fraternity in Canada. The practice of supplying mats of illustrations for advertising to advertisers and publishers is common. These are of use by publishers having stereotyping facilities. American firms providing this service charge what seem to be very profitable prices for this sort of service.

Both advertisers and printers need greater instruction and education concerning the economy of using electros to replace or to duplicate type forms, and to replace "standing" type likely to be used and re-used—as in the case of time-tables, price-tickets, printed forms and so on. The big printers are "wise" as to all this; it is their smaller or more humble brethren, especially those in the smaller community centres, that need the instruction and education which the electrotyper can and should give.

Printerman, if you ever want to know how the electrotype can come to your rescue to help you land a job, or hold a job, or to reduce printing costs, or to save you money on your year's supply bills, write any good electrotyping firm, stating your needs or case fully and clearly and you will find the trouble you took time very well spent indeed.

Uncle Sam's Bureau of Engraving

UNCLE SAM has installed at the Bureau of Engraving and Printing, Washington, D.C., where all of the postage stamps and paper money are printed, one of the most interesting and modern vaults in the world. Some 70,000 plates, dies, zinc sheets and etched stones, the value of which cannot be estimated, are stored in this vault. Especial value is attached to these plates, because, should any of them be lost or stolen, the government would have to recall the entire stamp or money issue made from that die or plate. Dies are stored in this vault from which not only stamps of every denomination are struck off and paper money, but in addition internal revenue stamps and other important government documents.

At the close of the last "stock-taking" of the vault, held annually, the committee reported that there were 66,665 dies and plates stored in the vault. There are more now because some dies are made every day. At each "stock-taking" the committee destroys dies which weigh from fifteen to twenty tons and which are no longer useful to the government. This metal, the finest steel, is sent to the Washington Navy Yard where it is melted up and used for guns and other equipment made at the yard. One of the most interesting things in connection with this vault is the fact that each night, before it is closed, every die in the Bureau has to be accounted for by the chief of the division taking it out during the day. A large force of men, headed by the Custodian of the Plate Vault, as it is called, guard it day and night. No one is allowed near the vault unless on official business or by special permission of the Director of the Bureau, Joseph E. Ralph.

The vault itself is separate from the building and is really a vault within a vault. At night, when the door is locked, two watchmen go completely around the vault every fifteen minutes. By an elaborate series of mirrors, the watchman can, in walking over the grating see entirely under as well as on top of the vault. Standing at a given point, the watchman can see all around it as well. The vault itself is 40x80 feet and is 20 feet high. It is constructed of concrete about four feet thick and is reinforced with steel railroad rails. It took eighteen months to build. The concrete is intermeshed with burglar wires, so that a knife blade cannot go in at any place in the entire structure without sounding an automatic alarm in the office of the Captain of the Watch in charge of the building.

One of the special features of the vault is the door. This, in itself, weighs twenty-five tons and is so perfectly balanced that one man can easily close it. Two emergency doors are also provided in case of trouble with the main door. These are utilized as ventilators. This vault is only one of the many wonders in use at this greatest of all engraving plants at which some 4,500 people are employed daily.

Suggestions in Selling Letter Heads

AS business letterheads constitute so important a part of the product of the platen press printer, some special effort should continually be made to secure and hold this kind of business.

One of the best methods of advertising for these orders of letterheads and the accompanying envelopes, is a little booklet containing samples of different kinds of bond and other papers suitable for letterheads and envelopes. Each leaf or double leaf in the booklet should be of a different kind of stock with a letterhead printed upon it to show its appearance in use. The prices of letterheads, noteheads and envelopes of the different grades of paper should also be shown on each sample. Experience has proved that this is a most effective kind of advertising for this sort of work. The booklets can be mailed with a form letter to prospective customers and they are also very convenient to show callers who come to inquire prices on letterheads, to see samples, etc.

Printer's Prices

JUNGLE ethics still prevail in the printing business. To get jobs, some printers will fight with claws and fangs like wild animals. In their wild scramble for work they slash prices and become blind to the things that make for profits.

This is the harsh language which is used to introduce an article in *The Printing Art*, by J. Horace McFarland, and reprinted in brochure form.

The Printing Art has issued an invitation in the form of a miniature booklet, beautifully printed and charmingly illustrated, whose purpose is to persuade printers, advertising men and lovers of good printing to visit The University Press, Cambridge, Mass. Printers with a desire to keep in closest touch with the best class of work and who seek their inspiration from fountain heads can very profitably accept this invitation so cordially and attractively extended.

Making Christmas Put Dollars in Printers' Pockets

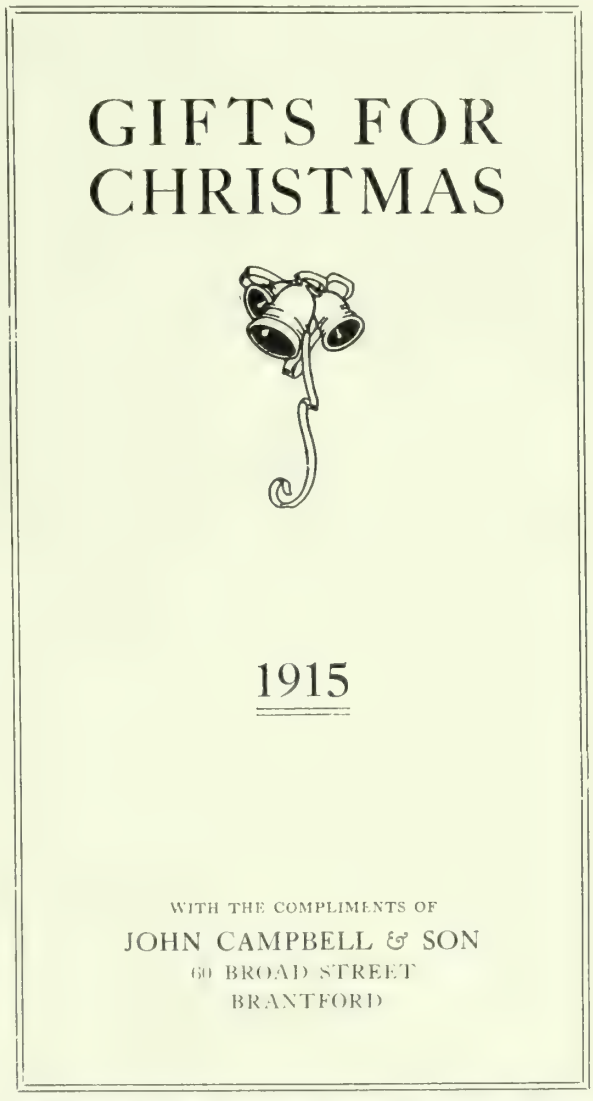
Much Good Printing Business in Plain Sight — How to Get It — The Asset of a Good Mailing List — A Tip to Publishers — The Secret of Getting Orders

By JOHN TYPEHIGH

HERE is one way by which printers in cities and towns can get extra business:

Christmas is coming. Nearly every retailer imagines rightly or wrongly that in his stock are several or many things suitable as Christmas gifts. What each retailer can do is to have prepared—printed—his Christmas gift list. This can be made into a 4-page leaflet, or a booklet.

Suppose the man is named Campbell, and is a hardware dealer. A hardware man has dozens of things to offer. Campbell can use 8 pages easily. Let him get out a modest 8-page leaflet 3¼" x 6"—just the right size to go in a No. 8 envelope—say in 2 colors. A suggested treatment for the first page of the proposed leaflet is shown.



Suggested first page Christmas treatment for a leaflet which many retailers can and should have prepared each Christmas season. See accompanying article for elaboration of the idea.

THE CONTENTS OF CAMPBELL'S LEAFLET

Campbell can arrange his suggestions variously. For example, he can group his suggestions under such headings as:

Gifts for Grandfather
Gifts for Grandmother
Gifts for Father
Gifts for Mother
Gifts for the Big Sister
Gifts for the Big Brother
Gifts for the Lass
Gifts for the Lad

By going about the matter in this way, and by going over his stocks very carefully, dozens of things will suggest themselves. Suppose that it is "Gifts for Father." Here are some suitable things:

A safety razor
A pocket knife
Tools of various kinds
Napkin ring
Reading lamp
Fishing rod

Prices ought to be given and descriptions if possible.

Or the gifts can be suggested otherwise—classified as to price. For example:

Gifts for 25c and less
Gifts for 50c and less
Gifts for $1.00 and less and so on

Or gifts can be listed in still another way:

Gifts of Utility
(A vacuum cleaner, for example)
Gifts of ornament
(Brass candlesticks)
Gifts of silver
(A silver teapot)
Gifts of a personal nature
(Skates)
Gifts which all may enjoy
(An oil-stove)

If Campbell is a wise man, and if the prompting printer is a good salesman, these various methods of listing can be all employed, and the 8 pages may be converted into 16 pages or more.

A leaflet of this sort will be greatly valued by gift-makers, and will assuredly be a good investment.

One would think that the getting out of so suitable and obvious a thing would be very general, yet PRINTER AND PUBLISHER challenges its printer readers to send it any leaflet of this nature which was distributed or prepared by them last year.

THE PRINTER MUST GET BUSY

In matters of this sort, the suggestion to the retailer must come from the printer. The printer holds the place of the manufacturer, and it is always "up" to the manufacturer to create a market for his product, and to maintain demand for it.

The printer, if he wants to be very busy in the matter of suggesting to probable customers what they can and should use in the way of printed matter, can take this idea to a score or more of merchants in his community. If he wants to go further, he can produce on his own account a gift-book, whose contents will be made up of the offerings of many local firms. In this case the printer becomes a publisher and will charge so much for each page used by a customer. The price to charge for a page will depend on the manufacturing cost for the edition printed; the mailing cost if the printer does the mailing; something for envelopes and addressing them; and a good fat profit on the whole transaction.

A PRINTER'S MAILING LIST

Just here let this idea be driven home: every job printer, especially those in small centres, should work up a first-class mailing list of the families resident in his community centre and in the tributary rural districts. A first-class mailing list is the forerunner of many orders. If this list be classified to show farmers, householders, families living in houses having assessed or rental value of certain amounts, giving the purchasing power, or the probable incomes of families, and so on, so much the better. Any printer who can say to a local dealer:

> I have a mailing list which I guarantee 100 per cent. accurate, and that includes 90 per cent. of all the faimlies in Smithville and the surrounding territory for fifteen miles out:

has something that will sell printed matter for him scores of times and keep on getting him business without solicitation.

But the printer must take IDEAS to the customers—definite suggestions fully worked out. He should prepare layouts and dummies. These have a magic influence on prospects. When a prospective customer can *see* what he is offered, he is very apt to say—"All right, go ahead."

* * *

Newspaper Publishers:—The foregoing is a suggestion of value to you. You can develop this same idea for your newspaper. You can begin the middle of November to publish each week a page of Christmas Gift Suggestions.

Begin to do all this NOW. Retailers have doubtless heavy stocks of special Christmas purchases which they will want to sell, and sell EARLY. They will welcome a call from you, EARLY.

* * *

Let it be said again that in every community is much potential business for the printer who will dig it out. Printers must be more than order-takers; must do more than wait for business to drift their way; must look beyond the business which is already developed, and which goes by favor or to the lowest tenderer. The creation of business is enriching in more ways than one. Therefore, brethren of the stick, put on your thinking caps and START SOMETHING.

Inks and Rollers

ARE THE printers of Canada fully impressed with the seriousness of the ink situation? Trouble exists with reference to both black and colored inks. In the matter of rollers some printers will get a shock before many moons pass.

HOW PRICES HAVE JUMPED

The following are examples of advances that have taken place in the main supplies of the ink manufacturer:

Paranitran line	500%
Bronze, milori and Prussian blue	250%
Sodium bichromate	200%
Barium chloride	200%
Zinc oxide	200%
Vermillion	100%
Blanc fixe	100%

Toned black inks are seriously affected by the scarcity of toners. The market is bare of such toners as Victoria blue, certain shades of methyl violet and alkali blues.

Reflex blue is off the market. From 90c the price has jumped to $4.90—this for a half-strength quality. A full strength quality would be worth $10 if obtainable at all. Reflex blue is used for toning and strengthening blues.

The situation in the printing ink business is graphically revealed by the car cards in the New York street cars. No longer are reds and blues in evidence; but rather grays and yellows, blacks, gray browns and greens.

Printers should charge extra for jobs to be done in reds and blues—for they have to pay very much more. It is folly to make no difference in quotations where scarce and high-priced colors are called for. Indeed, the printer ought to urge his customers to use the more easily obtained and cheaper colors.

Competition for Printers

PRODUCING an attractive, pleasing and satisfying business card is just hard enough to perplex some good printers.

> Just suppose that Mr. P. T. Safford, Sales Manager of the Murray Motor Car Company, Limited, head office Windsor, Ont., asked you to design a card for him, what would you submit?

It is not a speculation on your part, so you are justified in setting up the job. Mr. Safford would like to have the firm's telephone number printed on the card. It is Main 605. He is leaving it to you to choose the card and design it. Price is not a factor. The best you can do is what Safford wants. You may use more than one color if you think it is wise to do so. It is a printer's job.

PRINTER AND PUBLISHER offers for the best card submitted on or before November 25th, a prize of $5.00 worth of technical books or periodicals to be chosen by the winner.

Now, gentlemen of the Art Preservative, it is for you to do your level best—for your good name's sake.

Philadelphia is the largest textile centre in the world. In that city a long and loud wail has gone forth concerning the scarcity of certain colors. One dye house says that it is only a matter of a few weeks when the shortage in colors of various shades will be as bad as that which now exists in blacks. Blacks are no longer being guaranteed as fast, since the old style wood and vegetable dyes, with their tendency to fade, are being used of necessity.

The textile makers place a first mortgage on the basic ink supplies. The printing ink manufacturer gets just what the textile people allow him to have.

ROLLERS

The price of glycerine, which forms about 60 per cent. of printers' rollers is jumping up alarmingly. Twenty cents or so a pound was a prevailing price not long ago. Now the price is 75c to $1.00, and the end is not yet. This means that rollers to-day are costing double what they did a short time ago, and it is becoming increasingly difficult to obtain glycerine.

All of which means that the printers and publishers of Canada need to look ahead and act boldly in the light of the immediate and prospective situation.

What Canada Must Do to Insure Prosperity

An Address Delivered by Lt.-Col. J. B. MacLean, Publisher of Hardware and Metal, at the Annual Banquet of the Canadian Wholesale Hardware Association

THE immediate outlook for business in Canada is more more promising than it has been for several years, but the more distant prospect is causing much anxiety to those who have invested all their life savings in Canadian industry. And this means practically every business man, and, particularly, every manufacturer. Very few have been able to withdraw their profits and put them into endowment insurance, bonds and mortgages and similar investments to take them through times of depression. On the other hand, nearly all have had to put not only their profits but pledge their credit for money, for business developments and extensions to keep up with the abnormal demands due to the recent growth of the country.

I am constantly asked by business men, investors and others interested in Canada: What of the future? Will times be good or bad after the war?

It is difficult for anyone to say. I was in Berlin when the war began, and discussed with the director of one of the greatest German banks—one of the ablest bankers in Europe—the whole situation as it would affect the world's business and financial conditions. He was undoubtedly prepared for a long war, but of these conditions after the war he said no man can tell. The only possible basis on which to work, he said, was the period of the Franco-Prussian war, but everything now was, and, after the war, would be, so different that deductions were interesting but useless.

PROSPERITY FOR WINNING NATIONS

Some months ago I asked Colonel Denison what the war history of the world showed. No man here as you know stands higher in his knowledge in this respect but particularly in his capacity to grasp the real results and lessons of history. Running rapidly over the great wars from the earliest times he showed me that, no matter how weakened in men and materials by years of war, the winning nations at once entered upon long periods of tremendous prosperity, sometimes extending over a century.

A study of the general situation, and of local conditions in countries that compete with us, leads to the conclusion that Canada is the country that is most ready, and therefore, has a greater opportunity than any other country in the world to benefit by the war. I want to lay emphasis on the word "opportunity." Large areas of rich farming, lumbering, mining and fishing have just been opened by railways, and the population to work and the money to develop these resources are in sight. The war will realize millions of soldiers and munition factory workers to whom Canada is favorably known and who would like to settle here; and we are next door to the people who will have more money for investment than any country in the world, and who would rather put it into Canadian development than anywhere outside their own boundaries.

SIR ROBERT BORDEN'S GREAT RESPONSIBILITY

But whether we will be prosperous or not; whether times will be good or bad in the next twenty-five years, will depend very much upon whether we will organize ourselves to grasp these two opportunities.

The matter will be settled in the next few months or at most in a year or so, and the responsibility centres on one man, Sir Robert Borden, who in his capacity as Prime Minister is general manager of Canadian business. If Sir Robert Borden gets about him the right men to organize, direct and do the work of building up Canada, we can be made the most progressive and prosperous corner of a world that will, for a great many years, be far from prosperous. If he does not, the population and wealth will go to our greatest competitors, the South American nations, which for some years have had a public service better equipped and more efficiently directed than ours: and which since the outbreak of the war, have tremendously increased their efforts to secure money and emigrants.

Conventions in this connection have been recently held in Washington and New York, and branch banks from the United States have been established in these southern republics. Even before the war began 200,000 Russians of the best class were arranging to take up Canadian farms—the beginning of a great movement, it is said. They preferred Canada, but they were finally turned to South America, by the more intelligent work of Spanish-American officials. The latter were appointed because of their capacity to do the work, while the Canadian Department of Immigration is overmanned with officials whose only recommendation was the assistance given in some election contest.

IMMIGRATION AND PROSPERITY

Settlers and production mean prosperity to all Canada, but they are of direct and very vital importance to the hardware and metal industry. If we do not get settlers many departments in this industry will have smokeless chimneys and idle workers. I need only mention the stove industry. These manufacturers have passed into, through and out of a period of great prosperity in the last twenty years. That period coincided exactly with the successful administration of our Immigration Department. Statistics show, under incompetent management, a steady falling off in settlers until in 1896 we got only 16,835. In that year one of the ablest men in public life became our Minister of Immigration. He was a good organizer and executive. The story of his work is an object lesson to business men and particularly sales managers. Under his direction the very best type of settler began to pour in. In his first year, 1897, they increased to 21,716, and from that the arrivals climbed steadily to 402,432 in 1912. Under him our Immigration Department was a highly efficient business organization. With his retirement it has relapsed into a political refuge.

The greatest question before Canadian business men and their workers now is the putting of our immigration work in the hands of some great executive who will build up an organization that will secure for us our full measure of settlers from the United States now and from among our Allies after the war is over. He should have the power, regardless of party politics, to secure, without regard to salary, the men whose ability, energy and knowledge of the country best fits them for filling the various positions. We can never get the best results while one party or the other, when in power, appoints men as immigration agents in recognition of party service, who are no more suited to the job than they would be to the pulpit or the bench.

SIR GEORGE FOSTER A MISPLACED MAN

Our Immigration Department to-day is rotten and the same conditions exist in our other departments which vitally affect the prosperity of the country—in our Department of Trade, our Department of Labor, and our Department of Agriculture to a lesser extent. In our Department of Trade we have in Sir George Foster one of the best

speakers in public life. He is a credit to his constituency. I vote for him, help him financially in his campagn, and hope to see him re-elected. On the lecture platform I believe he would crowd the houses and could easily earn $10,000 to $15,000 a year, but, as Minister of Trade, he is filling a sales manager's place, and as a salesman no one here would pay him $10 a week. There is no man in the Government more anxious to serve his country. And the same may be said of his colleagues, but the fact is they do not know how.

When I returned a year ago from Europe, where I had been going annually for the purpose of studying business and financial conditions, I was shocked to find that Canadian manufacturers were getting few British war orders, and our factories were idle, while millions of dollars had been placed in the States. The British buyer would give Canada the preference, but it is a fact that they were not aware that certain products in which we excel were made in Canada.

I at once began a campaign in *The Financial Post*, in which I was supported by the various business and technical papers, for the purpose of awakening our Government and the manufacturers themselves to what we were losing.

WAKING UP THE DEPARTMENT OF TRADE AND COMMERCE

One of the colleagues of the Minister of Trade and Commerce came to me to argue that it was no part of the duty of the Minister of Trade to secure orders for Canadian manufacturers. After discussing it for some time he realized that the Minister of Trade had an entirely wrong conception of his duties, and shortly after the Government made the following official announcement:

> "The Department of Trade and Commerce is now, for the first time, taking cognizance of, and assisting in every possible manner the Made-in-Canada movement. In the past it was felt that the department, while always ready and anxious to assist in every possible way Canadian manufacturers and producers to increase their business at home and abroad, it was impossible officially to recognize the Made-in-Canada campaign. However, conditions have changed to-day, etc."

If a Department of Trade and Commerce was not established for the purpose of developing and promoting the sale of Canadian products, what was it for? From a remark made by a former Minister, there is reason to believe they are more interested in imports than exports.

I think you will all agree with me in saying that our system of selecting Cabinet Ministers is all wrong. Germany has made her great successes in business and war because the Kaiser had the power and capacity to gather about him the great business leaders of the Empire.

We ought in this emergency to adopt the same policy and make it permanent when the emergency has passed. No personal considerations or party affiliations should be allowed at this time to influence us or prevent us from organizing to get the best out of an immediate future that will be mighty gloomy if we do not.

WORKERS—NOT TALKERS—WANTED

It depends very much upon the Ministers of Trade, Agriculture, Labor and Immigration whether you will be able to keep your stores and factories running in the future to their average capacity; whether you will be able to hold your present employees; whether you will be able to pay dividends. It all comes back to whether Sir Robert Borden will break away from system and tradition and secure, particularly for our Immigration and other departments, the best men in the country.

Can we get them? I believe our big business specialists—the men at the head of our great industries—would sacrifice themselves and "do their bit" just as our brave soldiers at the front are doing theirs. To attain these positions these big men must have had the qualities we need in this emergency: imagination to plan and organize the great resources at their disposal; energy to get things done, and done quickly, and a capacity to get about them and train men. They are not talkers, they are workers. They do things and get things done.

Knowing how well Sir Robert has conducted the affairs of the nation so far, it is but natural to believe that he would gladly take advantage of any opportunity or excuse to strengthen his cabinet, feeling, as he must, how great is his responsibility for the future of Canada.

Newspapermen of To-day

E. D. HAND, founder and for more than forty years proprietor of the Fenelon Falls *Gazette*, has gone out of business. For this page the fact has a melancholy interest. Half a century ago he published the Lindsay *Advocate*. Later on, he established the Bobcaygeon *Independent*. Soon after he sold out there to go to Fenelon Falls, where, with talents which could not have failed of appreciation in a wider field of activity, he settled down for life to a quiet, safe little business, which best suited his bent. We trust our old friend has before him not a few years of well-earned leisure; also the "hated rival" of his early days in Lindsay, C. Blackett Robinson, who established the *Post*, and now resides at Ottawa. Unlike Mr. Hand, Mr. Robinson soon moved out into a wider sphere, establishing a large printing house in Toronto, where he founded the *Week* and the *Presbyterian*. The newspaper men of that day have, for the most part, left us—the two Lindsay men of whom we have been speaking, "Joe" Cooper of the *Warder*, Higgins of the Whitby *Chronicle*, Murray of the Orillia *Expositor*, Dr. Ramsay of the *Gavel* (Masonic) and the Orillia *Northern Light*, Wylie of the Brockville *Recorder*, McMullen of the Brockville *Monitor*, "Tom" White, Romaine, and the elder Stratton of the Peterborough *Review* and *Examiner*, Somerville of the Dundas *Banner*, Holmes of the Clinton *New Era*, Cameron of the London *Advertiser*, Belch of the St. Mary's *Argus*, McQueen of the Goderich *Signal*, Lumsden, founder of the Seaforth *Expositor* and later of the Winnipeg *Free Press*, "Dan" Beaton of the Orillia *Times*, Larke of the Oshawa *Vindicator*, Hayter of the Millbrook *Messenger*, Trayes of the Port Hope *Times* and George Wilson of the Port Hope *Guide*, McAlister of the Cobourg *Sentinel*, Nicholson of the Barrie *Examiner*, Crewe of the Barrie *Advance*, King of the Barrie *Gazette*, Hogg of the Collingwood *Enterprise*, Keyes of the Colborne *Express*, Buckingham of the Stratford *Beacon*, McGillicuddy, first of the Brussels *Post* and later of the Goderich *Signal*, and no doubt a number of others whose names do not come to mind at the moment.—Editor Hale in the Orillia *Packet*.

A RECRUITING sermon, preached by Rev. W. T. Herridge, M.A., D.D., Honorary Lieutenant-Colonel, in St. Andrew's Church, Ottawa, on Sunday, June 27th., 1915, on the theme, "The Call of the War," has been published for widespread distribution in Canada, in pamphlet form by request of the Minister of Militia and Defence.

Editorial Co-operation With the Advertiser *

How Far Should the Editor Go?—What Are the Advertiser's Rights?—The Test to Apply to Free Reading Notices

By T J. TOBIN

MOST editors, some publishers and some advertising solicitors have a strong conviction that the editorial and advertising departments of a publication should be absolutely distinct; that the editor should go ahead and serve the interests of his readers according to what he believes they require; and that the advertising staff should be able to paddle its own canoe, so long as the paper is proving its ability to attract and hold considerable circulation. With this idea I heartily concurred when my experience in the publishing business was confined entirely to editorial work. When I became an advertising man I saw the question from a new angle, and I hold strongly to the viewpoint that there is valuable co-operation which the editor can legitimately give the advertiser—co-operation that the advertiser has a right to expect, and that will contribute materially to the all-round success of a publication.



T. J. TOBIN
General Manager of the *Canadian Countryman*, Toronto, and author of the accompanying article.

THE SUCCESSFUL PUBLICATION

The successful publication must be able to interest its readers so that they will continue to subscribe for it year after year. It must also be a good advertising medium—a profitable business proposition.

No publication has ever attained a considerable measure of success that was not fearless and independent in its editorial policy, that did not consider the interests of its readers first, last and all the time. No self-respecting publication will hold itself subject to the dictation of its advertisers, or permit its business department to interfere, in any way, with an editorial procedure of the highest moral tone. The question is: Can the editor be all to his readers that any editor will claim he should be, and still co-operate with the advertiser to the advantage of his readers and of his publication?

I believe that he can—and that he should.

FREE READING NOTICES

In the meaning of co-operation we cannot take into account the publication of write-ups or free reading notices. The acceptance of such matter constitutes an acknowledgment of weakness on the part of the publisher, and its true significance is not overlooked by the advertiser. If lots of publishers were not pretty regularly indicating, in this way, a lack of faith in the efficiency of their papers, I should judge that advertisers would save themselves the expense of preparing and distributing reading notices. The fact remains that there are a great many of them still being sent out.

By what standard shall we judge co-operation that is legitimate? I would suggest that it is the publication of matter which should be published at any rate in serving the best interests of readers, but which at the same time makes the paper a more efficient advertising medium for products of sound value, which the editor would like to see his readers purchase for their own benefit.

LEGITIMATE CO-OPERATION

Every trade and class publication, by its very nature, gives its advertisers a great deal of editorial co-operation.

The grocery trade paper which emphasizes the necessity for cleanliness in the handling of food products is impressing retailers with the best reasons why they should install some of those dust-proof stock and display fixtures that are, doubtless, advertised in the same issue.

The dry goods paper which describes and illustrates the new styles is paving the way very effectively for the sale of these styles by the manufacturer and jobber.

The technical paper which deals with the savings to be made in operating costs by the use of certain machinery is opening up a wider market for that machinery.

The agricultural paper describes the uses and economy of the gasoline engine for furnishing power on the farm and gives many of its readers the incentive to buy gasoline engines.

The woman's magazine constantly refers to labor-saving equipment for the home and every manufacturer of such equipment advertising in its columns gets a direct and considerable benefit.

The editor of a grocery paper works for the betterment of conditions among the retail grocers. He wants to see every one of them have a bright, clean store with up-to-date fittings. He publishes articles recommending store improvements, along with pictures of improved stores. In the advertising pages there are advertisements of fixtures that the dealer has to choose from. The question of losses through the old-fashioned method of conducting a credit business brings up the recommendation that a credit register be purchased. The paper carries advertisements of several registers of this sort. Correct weighing, and the economy of time in weighing and charging, are discussed, and computing scales and computing cheese cutting ma-

**Text of an address delivered by T. J. Tobin, general manager, The Canadian Countryman, Toronto, before the Trade and Class Section of the Canadian Press Association at its recent annual meeting.*

chines are suggested. These also will be well represented in the advertising columns.

In the articles appearing in every farm paper will be found references to the desirability of rural telephones,, modern heating, lighting and water systems, silos, implements of various kinds, fireproof barn construction, lightning rods, milking machines, cream separators, home conveniences and comforts of many sorts, etc., The farm paper editor deals with these things, and recommends them, because he knows it is in the interest of his readers that he should do so. It is through their purchase that farming is to be made a more profitable and pleasant occupation, and a higher standard of living developed in the farm home. Admitting this, it is evident that the advertiser of a worthy product, such as those mentioned above, is, in a sense, working to attain the same result as the editor. There is, of course, the essential difference that the latter recommends certain classes of articles, while the former strives to concentrate attention upon his particular brand.

THE LIMITS OF CO-OPERATION

Now that we have established this relationship between the work of the editor and the purpose of the advertiser, we have a basis for considering to what extent editorial co-operation may be carried.

If it is desirable that the editor recommend everything which is for the benefit of his readers, and if by doing so he makes his publication a better medium for the advertising of the products he endorses, why should he not plan his work along this line more carefully and systematically, with the idea of getting quicker action from his readers—for their own benefit, remember—and of making his publication of still greater value to advertisers? Of course, when I refer to the editor's recommendation I really mean the articles he arranges for, in which the citation of experiences of successful farmers or merchants constitutes the endorsation of the articles in question.

I do not know of any publications that have carried editorial co-operation with the advertiser to the extent suggested above.

Let us look at this matter of editorial co-operation from the viewpoint of the advertiser. Put yourself, for instance, in the place of the manufacturer of an acetylene lighting system for country homes. He plans a considerable advertising campaign, but is starting out under the heavy handicap of public ignorance that acetylene plants sold to-day are radically different from those marketed a few years ago, and against which a strong prejudice arose, following a number of bad explosions. Now acetylene systems are absolutely safe, but the public will require a lot of convincing. Is it unreasonable that the manufacturer should ask the publication with which he plans to spend his money to give him some assistance in overcoming the prejudice referred to?

Then, again, take the case of gasoline engines, milking machines and other equipment for the farm, in connection with which a good deal of educational work is generally necessary before sales can be made. Is it reasonable that the advertiser should ask the publications he uses to perform some of that educational work, not, of course, by referring to his particular product, but by quoting experiences of successful farmers who have found this sort of equipment a good investment?

THE TEST TO APPLY

I have noted some publications which issue special numbers devoted to books, education, finance, home conveniences, etc. These were probably started at the suggestion of the advertising department, which saw opportunities for creating special business and rendering exceptional service to the advertiser—through the editor's co-operation. This is always thoroughly legitimate providing the editorial matter is written solely from the standpoint of its benefit to the reader.

Altogether I see many ways in which the editor may co-operate legitimately and profitably with the advertiser.

Action Against Editor

IN CONNECTION with the suit of the Meriden Britannia Company against Mayor Walters over the Wellington street pavement, E. F. B. Johnston, K.C., for plaintiff, at Toronto, moved to commit Jones Lewis Lewis, editor of the Hamilton *Herald*, for contempt of court in publishing an article commenting on the case pending. C. J. Holman, K.C., and J. A. Soule, of Hamilton, appeared for the defendant and Mr. Lewis. The judge held that the trial would be as of a chancery case and would be before a Supreme Court judge not likely to have ever seen or heard of this by-play of the newspapers in regard to a matter of municipal administration.

Judgment: I am not able to conjure up even a suspicion that either of the parties will be prejudiced or benefited before the court by what has appeared in the public prints. Motion refused, with costs to be paid by the applicant to opponents after taxation.

Libel Case Settled

A CASE of civil libel and a case of criminal libel against Thomas Gowans, of the Uxbridge *Journal*, in which Major S. S. Sharpe, of Uxbridge, was the plaintiff, was recently disposed of.

The case was withdrawn, the parties to the suit having agreed to a settlement. The defendant, promised that he would publish in the next issue of his paper an apology to the effect that he had in the articles complained of no intention of accusing Mr. Sharpe of cowardice, or of running away from his duty as a soldier.

Newfoundland Quarterly

THE autumn number of the *Newfoundland Quarterly* has been received. This publication performs a very useful service for the ancient colony. Portrait and other illustrations in abundance add greatly to the interest of the issue. A goodly portion of the contents relate directly or indirectly to the Island of Newfoundland—but not all. PRINTER AND PUBLISHER respectfully suggests to the enterprising publisher of the *Newfoundland Quarterly*, John J. Evans, printer, that his publication should more fully mirror the life, scenery, resources, thought and enterprises of this fine Outpost of Empire.

Newspapers in Russia

TO appreciate what newspapers mean to a country one has only to look at Russia. Before the war the Russian people, taken as a mass, did not read them. Now they are crying out for them, and the authorities are being urged to start a state paper not only to give the news, but as a "means of popular education." People here sometimes do not recognize that papers are teaching them modern history, as well as many other things.

Gentlemen:

The Printer and Publisher is a necessary requisite in this office. Enclosed find sub. price.

THE HERALD PRINTING CO., LTD.,
Prince Albert, Saskatchewan.

How a Country Publisher Built Up His Advertising

William Lewis of The Centreville Chronicle Uses Unusual Methods to Procure Advertising — Energy, Optimism and Courage a Conquering Trinity

By JOHN C. KIRKWOOD

CENTREVILLE is a typical country town, of say 3,000 population. It is not far away from a metropolitan city with its department stores and other allurements—only within thirty miles or so of it. Daily newspapers published in this city circulate freely in Centreville, and this is a very disturbing factor—one fraught with constant menace. From the district which lies ten miles south of Centreville. in the direction of Urbana, the merchants of Centreville cannot expect much business; the city is easily and cheaply accessible by rail and vehicle; but to the north and east and west lies a territory prosperous and well peopled. It is on these districts that Centreville relies.

WM. LEWIS, PUBLISHER

William Lewis is the publisher of the weekly newspaper, *The Chronicle*. He is publisher, editor and business manager all in one, and has just six days and evenings each week at his command, a portion of which he very naturally wishes to devote to re-creation, not necessarily recreation. This re-creation consists in relaxation, social pleasures, civic and other public service, and domestic life.

While his circumstances are very comfortable indeed, Lewis has no great surplus of funds. At a matter of fact, he is some thousands of dollars in debt for presses and a typesetting machine, and there is a mortgage on his office building and on his home. This makes Lewis a type of country weekly publisher frequently met with.

LEWIS'S NEWSPAPER AND ITS ADVERTISING

The Chronicle is already carrying a goodly amount of local advertising—the advertising of two hardware stores, two general stores, three dry goods stores, three clothing stores, three grocery stores, a furniture store, livery, coal and lumber business, two drug stores, local mill, jeweler, two boot and shoe stores; the advertising of several other businesses of lesser distinction, professional cards, and the advertising of two banks. Really, when you come to count it all up, Lewis has in his paper all the largest firms in the town, some of them for good spaces. The question in his case, so far as you are concerned, is not what he can do to get more local advertising, but rather what did he do to get all the advertising he is carrying? At the same time there is still a very considerable number of firms that Lewis would like to have in *The Chronicle*—there is a good music store, an implement and feed store; there are also painters, repair shops, two bakers. In Centreville is a foundry making stoves and some agricultural implements, sold in two provinces. There is a brick yard, an electric light and gas plant. The churches should advertise. Indeed, when you come to look into things closely, you will begin to think that there is just about as much advertising in sight as is being carried, only if Lewis is to carry any more advertising, he will probably have to enlarge the size of *The Chronicle*, making it a twelve-page issue. If he does this, he will most certainly have to raise his subscription price of *The Chronicle* from one dollar to a dollar and a quarter, or a dollar and a half. Perhaps also his advertising rates.

In regard to foreign advertising, *The Chronicle* carries really a very large volume, and I hope to tell you how it was and is secured as I go on.

HOW LEWIS PUT BROWN INTO BUSINESS

Now all this is by way of preface. I now begin to tell you how Lewis secured the advertising he is now carrying and of how he proposes to develop new local and other advertising. It is a story that may be told only in part.

Take the case of Brown, the clothier and men's furnisher. Lewis takes pride in the fact that he was the means of starting him in business. Brown was the clothing salesman in Wilson & Jones' general store, a likable chap, keen and ambitious. Lewis felt that Brown ought to be in business for himself and also felt that if he were in business for himself, it would mean advertising. He went about the matter craftily.

He wrote the makers of High-Style clothing a letter telling them of Brown and suggesting that he would be a good man for them to have selling High-Style clothing in Centreville, but of this Lewis said not a word to Brown or anybody else in Centreville. The upshot of it all was that Brown was induced to take the agency for Centreville and district for High-Style clothing. He had a little money of his own saved up, was able to get a backer, rented a store, fitted it up after the High-Style idea, and the High-Style people stocked his store on very attractive terms.

Advertising followed as a matter of course, and *The Chronicle* got the business as a recompense for Lewis's part in the transaction. Needless to say, Lewis took a very genuine interest in Brown and became to him a guide, counsellor and friend. This he remains to this day. Only, it is fair to Brown to say that his dependence upon Lewis is getting less and less all the time.

THE CASE OF WILSON & JONES

Then there is the case of Wilson & Jones. The firm was established in pioneer days, and grew to be one of the largest retail firms in three counties. Both Wilson & Jones were substantial citizens, one was member of the Legislature for many years. It was a rich firm, and is a rich firm. Conservative and doing a fine business without advertising, Lewis's suggestions that they should advertise were always pleasantly, but firmly, turned down.

DEVELOPING BRANT & CONNOR

Then Lewis turned his attention to two young men who had started up for themselves. They were former employees of Wilson & Jones. They had a small following, but were handicapped by lack of capital, and their location was not good. They had little or no money for advertising and really were not very aggressive. What they needed seemingly was either more capital or more credit and neither seemed to be in sight.

Lewis went to them and said: "Boys, I am interested in you and want to see you get ahead. My suggestion to you is that you go in for specialties. In other words, become the agents or distributors in Centreville for as many of the nationally advertised goods as you think you can possibly handle."

Copies of trade papers and of national magazines and periodicals were secured and studied carefully. Then Lewis wrote several firms letters suggesting that they write Brant & Connor regarding an exclusive agency for their line in Centreville and district.

I would like to tell you in detail how these large firms were worked for special appropriations for newspaper advertising, sampling, special letters, circulars, demonstra-

tions, etc., but I may not do so now, but will merely state the results so far as Brant & Connor are concerned. Their humble business quickly responded to the new calls made upon it. Then their sales soared, and with them their credit. They do much little business with many customers, but all this means in the aggregate big business and the welding together of a chain of first-class customers. Today Brant & Connor are even more important in their particular line than Wilson & Jones.

BRINGING WILSON & JONES TO TIME

Now, to come back to Wilson & Jones. Lewis left them severely alone, but it was not long before they saw the growth and the menace of Brant & Connor, who, by the way, were generous advertisers in the *Chronicle*. The old firm fancied it was advertising that was doing the trick, so they became advertisers—rather truculent advertisers at the beginning. However, they soon steadied down to the right kind of advertising, and Lewis has been able to help them in many ways.

LEWIS AS A COPY-WRITER

Lewis is a great chap for writing advertisements. He is not very original, and he brazenly steals copy from New York and Chicago newspapers to which he subscribes. He unhesitatingly appropriates anything he can use from the advertisements of the big department stores and other advertising. By skilful adaptation he is able to prepare quickly and easily much good copy—copy with zest and sparkle in it—and this he takes to local advertisers. They like the stuff submitted them and it pulls. By selling copy and service instead of white space, Lewis fills up his paper times without number, has made a name for himself and his paper, and has his readers sitting up and taking notice.

Lewis subscribed to one or two good advertising publications. These are a fountain of inspiration to him. Much of what is in them he cannot apply locally, but he turns it all to good account with agencies and national advertisers. For example, he read of a sampling-booth idea used by a maker of peanut butter. Now Lewis didn't know anything about peanut butter, but he sent away for a sample bottle of it, became acquainted with it, let a grocer know about it, got him to order a dozen bottles or jars, prepared some tempting advertisements, which were run. The dozen bottles were sold readily enough to a dozen of Centreville's best families and a new lot was ordered.

MAKING AN ALLY OF JENKINS, THE GROCER

Then Lewis had Jenkins, the grocer, submit to the peanut butter makers the idea which he had run across, with the suggestion that during a week in November the makers pay for a demonstrator and provide sandwiches made with peanut butter and indicate other uses and do a little newspaper advertising at the same time. When Lee & Hardy's traveler came along, after the letter had been received by his firm, he was instructed to look into the matter. He reported favorably. To make the story short, the stunt was a great success from everybody's point of view. Lee & Hardy succeeded in introducing other of their lines. Other firms were approached in the same way; and in the course of a year Jenkins, the grocer, was able to maintain for many weeks, at no expense to him, a demonstration booth, and Lewis always got the advertising he desired.

PUTTING THE CHRONICLE ON AGENCY LISTS

The *Chronicle*, let me say, stuck out as a sore thumb when advertising agencies were making up plans. If the weeklies were passed over in the main, the *Chronicle* was pretty nearly sure to get on the list for its known energy, co-operation and results.

Here let me say this. Lewis called on the agencies frequently. He made himself acquainted personally with the men at the top and those employees who influenced advertising. He didn't call to solicit business, but more to shake hands and maintain acquaintance. He did his soliciting by letter or circular, and very often had his portrait on his printed matter. With him personality counted, and he made it count.

A LEWIS STUNT THAT PAID DIVIDENDS

Here is something Lewis did. He prepared a classified list of all the good retailers in Centreville and the county. He showed their location on maps which he had drawn. This list he sent to agencies and advertisers whenever they wrote him about advertising. He said, "Write Jenkins, or Hilton—they're live wires." Or, "I've seen Wilson & Jones and they're interested. Write them." or, "The Round Corner Drug Store would be good distributors for you."

You catch the point. He made Centreville a place with live people in it. Gave names and addresses and definite information. No wonder Centreville shone forth like a sun in the heavens when advertisers were making plans.

Lewis gained the confidence and favor of agencies and advertisers in another way. He never broke his rates. Courteously and firmly he maintained his rates, which were high in comparison with the rates of other weeklies having equal circulations. Business was lost at the beginning, but when it became known that the rates on the card were rigid, and when the worth of the *Chronicle* became known, agencies and advertisers ceased to question the rate. It was merely incidental. What was wanted was the *Chronicle*, high rates, or low.

LEWIS AS A HOME MISSIONARY

Lewis stirred up Centreville to advertise and to seek industries. He argued that the more industries the town could attract, the more people, the more consumption, the more profit, the more readers, the more advertising. He urged the getting of the small factory with twenty employees, rather than the big company with hundreds. They were easier to get and, like the five-cent pieces in the collection plate, their total, when counted up, was greatest.

LEWIS A GREAT SCHEMER

One scheme he worked. A window and store dressing scheme before Christmas. It lasted a week. Through the local firms, he was able to interest the firms whose goods they sold. Prizes were offered for the best windows and store displays, written reasons being the test. This scheme made the buying public study stocks—the very thing desired. This led eventually to larger purchases. The idea has been worked several years in succession and is looked forward to annually by many hundreds of families.

LEWIS AS A FARMER

I would like to tell you of the farm Lewis has a mile or so out of Centreville; of the prize cattle he rears; of the fine home he has. Lewis has a young agricultural college graduate and his wife to run this farm for him. Occasionally he asks an advertiser, or an agent or some city man to spend a week-end with him, or a commercial traveler. Let me tell you, they are all back-to-the-landers by the time they are ready to return to the crowded haunts of men.

Lewis is a very ordinary man mentally, but he has energy, optimism and courage. All these he puts into his business and he is making them pay fine dividends. Lewis is not building up a big bank account. I told you he was in debt. He uses his money to buy *life*, abundant life. His newspaper is as his heart, the centre of energy, the recipient of strong inflows. It receives and gives out like a heart. Lewis tries to keep his newspaper-heart strong and the life it nourishes strong. He regards this paper heart as sustaining a great life of many parts, with many functions.

Lewis's story is not a quarter told, but perhaps enough of it has been revealed to let you see the simple secrets of his remarkable success, a success that any other publisher of equal energy, optimism and courage can duplicate.

Printers Rank with Poets, Painters and Composers

The Story of Bodley the Dreamer -- Bodley's Disdain of Money, Yet He Prospers — Bodley's Identity— Bodlly as an Inspiration

By JOHN C. KIRKWOOD

BODLEY is a printer who loves his craft; a dreamer and hustler. Hustling and dreaming are not supposed to go together, but in the case of Bodley, they travel side by side, and travel fast.

The art side of printing captivates Bodley. Type and rule, color and paper, form and *motif*—these are things to be happily combined. They are to Bodley as language is to a poet—vehicles and tools of expression, to be construed into harmonies and subtleties of meaning. Printing with Bodley is a tongue to speak finely and persuasively the messages of men to men.

JOB PRINTER A TERM OF OFFENCE

You can't offend Bodley worse than by calling him a job printer. That word "job" jars his soul. Its sound is harsh; its meaning coarse. To him "job" signifies flung-together work, something with a price-tag attached to it, something crude and unlovely. It means the butchering of possibilities of beauty, a bartering between men of very common clay. "Job" suggests to Bodley a truck garden in which utility and money are proclaimed by every leaf and stem.

Printing, on the other hand, suggests to Bodley flowers, sometimes delicately formed, sometimes bold-blown, but always beyond comparison, God-made and God-perfect, each bloom entirely suited to some environment and in its proper place supreme.

Beautiful thoughts demand beautiful handling—right type-face, right typography, right balance on the page, right stock and stock-shade, right ink-color and colors, right ornament, right treatment in every detail of form and size and position.

Even the commonplace, prosaic catalogue of a maker of drain tile takes on harmonies in Bodley's shop: it is his business to bring into happy accord illustration and type, making them blend into a unity of perfect composition.

THE MEANING OF AN IMPRINT

I have said that Bodley is a hustler—though he would not use this word himself, for it would not fit in at all with his view of things. When I say hustler, I mean that Bodley with all his living in the world of harmonies and raptures is an energetic, purposeful and diligent seeker after business. He takes gladly what is offered him—when price is not a factor of the order; but beyond this, he seeks out the business of those who care for results more than for costs, and who are willing to allow time for the doing of worthy work. The business of jewelers, furnishers, cabinet-makers, sellers of fine pottery, picture-shops, makers of dainty and fine things to wear or eat—these are the customers desired and won by Bodley—not easily won, nor quickly won, but in the end securely won. The Bodley imprint on a booklet or catalogue or brochure, or any other form of printed thing, has become an endorsement of Bodley's customer, a seal of distinction, a pledge of worth. As Sargent's name on a painting adds fame to him or her who sat to the master, so Bodley's name on his choicest things stamps those whom he serves as being superior—and this enhanced esteem of them by their patrons enables them to recover ten times over Bodley's charge for his gift of service.

A PRINTER ARTIST'S WORKSHOP

Bodley, it will have been seen, is an artist in his soul, using type and rule, inks and paper to express himself, just as other artists use words and metre, brush and canvas, or string or wind to translate their fancies into that which others can possess or hear or see, and hold fast.

Bodley's print shop deserves the name of studio, though it is not an attic habitation. It is found in a suburb of a great city, and has a distinctive setting—among the homes of the well-to-do. To the rear is a ravine where runs a brook, and whose tree-clad sides are a sanctuary for birds. Bodley's print shop has light on four sides; and flowers and greensward, and rock-structures, ferns and foliage add their delights to a building that is the central feature of a charming picture. The print shop does not reveal its purpose. Low set, it is restful to the eye, and in both color and form is pleasing. It does not look a residence; most certainly not a shop.

It might, to the understanding of a stranger, be an art school or a sequestered library; but it would occur to none that this quaint building of old-world architecture is a work-shop where men stain their hands with defiling ink, and where inanimate printing presses with their dubious music produce living things—voices that find their entrance to a thousand consciousnesses through the gateway of the eye.

Bodley rejoices in this print shop of his and so do his customers. To him and them it is a place of creation, a birth-bed of life.

IDEAL'S ALTITUDES

Bodley—who is Bodley? Is he a real man? Is his name a sort of pronoun—something that stands for a name—your name, it may be, or the names of a far-scattered company of Caxtons?

Brother printer—young printer in your teens or twenties—*you* are Bodley if you choose to be. Bodley is what any printer man of ideals and innate culture, with the passion of the artist in him can become. Never mind the money side of it. Those who are tied to money-bags never climb high.

Aspirations are the forerunner of achievements. Aspirations look upward—away from baseness and fleshly things. The man of vision, the dreamer with fancies and motive power, finds his life amid the stars. He serves his fellows on high levels and lifts him to his own heights.

He seeks not money for his reward, yet despises it not, for money is essential for bodily wants and is a convenient and needful medium of exchange. Money, too, is a measure of value; or rather value or worth is expressed in terms of money. But money is purely incidental. It is not the objective. The real goal is complete self-expression, and the unifying into perfect combinations the things that are placed into one's hands for use—this for the enrichment of others.

Bodley? *You* are Bodley, if you think that the game is worth the candle.

Circulation Methods

AN editor threatened to publish the name of a certain young man who was seen hugging and kissing a girl unless his subscription was paid within a week. Fifty-nine young men called the next day and paid up, while two even paid a year in advance.

REVIEW OF SPECIMENS

A GROWING interest in the department of Review of Specimens is very apparent, an increasing number of compositors sending in work for criticism.

Not pleasant, sugary criticism is desired by the best men, but rather a frank, intelligent and instructive estimate of the job under review.

In order to assure that the criticism offered shall be helpful and well-informed, this department has been put under the direction of Ernest E. Adams, whose qualifications are of a very superior sort.

Mr. Adams has the experience of the I.T.U. course behind him and has been awarded four prizes during the past five years in Canadian and American typographical contests. In addition, the high standard of his work has been recognized and commented on by the printing trade journals of both countries. This is evidence of no uncertain sort concerning his typographical attainments. The accompanying four-page insert is visible proof of Mr. Adam's abilities in the matter of typographical designing.

The reviews which follow are by Mr. Adams.

REVIEW OF SUBMITTED WORK

AXEL EDW. SAHLIN, East Aurora, N.Y.—Mr. Sahlin has sent a package of specimens of his work done at the Roycroft Shops.

Being personally acquainted with this art printer and having had the pleasure of visiting this interesting shop some time ago, I am especially pleased to be able to view such a varied collection of samples.

His letter-sheet states he has been awarded fourteen prizes in typographical contests in Europe and America.

The pages for the *Caxton Magazine* and *British Printer* are well planned, especially unique are the decorative corners on the latter page. Personally I do not care to see such a large proportion of orange used on several of the folders and cards; and the letter-spacing of text in several instances somewhat destroys the desired cloister effect.

The letter-sheet for J. A. Molohon & Co. is an exceedingly appropriate design for a firm dealing in Indian wares. It is here reproduced with several other designs.

From HARRY J. BOYLE, of Almonte, Ont., has come a package of specimens, also a letter stating he has enlisted with the 73rd Highlanders. The proof envelope is printed in harmonious colors, but the use of two kinds of text letters should be avoided. The punctuation marks at end of display lines are unnecessary and long since out of date for good typography.

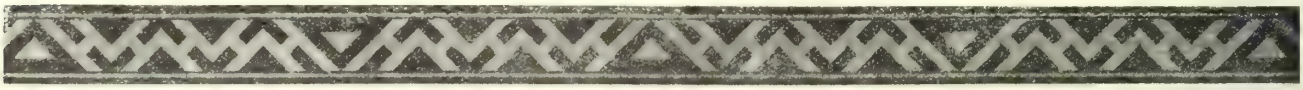
J. D. MCARA, Calgary.—You have produced a rich menu for the Hudson's Bay Company. Printed in dark green, red and gold on a dark brown, deckle-edge cover stock, with an oval cut-out in the lower right-hand corner through which appears the illuminated building of the company; together with the bright appearance of the title page obtained by the use of a reverse plate printed in brown on white stock, This menu, I am sure, will command admiration. Two pages of another menu are reproduced.

Oak River POST PRINT.—The type on your letter sheets is too large, and it was not necessary to use a condensed letter on the bottom of the cover for the "List of Electors." The lower group should be moved up about two picas.

R. G. MCLEAN, Toronto.—There are several noticeable defects in the book for Brent, Noxon & Co. The double-rule borders around second page seems to me unnecessary and detract from opposite page, and the same indention has been made on the lines within the initials regardless of the shape of such initial. For instance, with the "A" it is often necessary to cut into it so as to get proper spacing.

I would suggest that you use a touch of orange on the cover of your little magazine, "Pep," to brighten it up, probably in the outline letters.

CHARLES G. POLLARD, with the *Herald*, Yarmouth, N.S.—Several of your specimens are well arranged. The colors on the letterhead do not harmonize, the blue being too vivid for the red. A bronze blue and orange would be better. By omitting the lower red rule and placing the words, "Yarmouth, Nova Scotia," over to line up with the right of



TRADING POST, COTTONWOOD PASS, NAV. RES. FREIGHT AND EXPRESS STATION, GALLUP, N. MEX.

J. A. MOLOHON & CO.,

Indian Traders and Collectors

FINEST NAVAJO
BLANKETS AND RUGS - CEREMONIAL
BASKETS - SILVER WORK
JEWELRY - CURIOS
RELICS, ETC.

P. O. Crystal, N. Mex.

Attractive design by Axel Edw. Sahlin, foreman of the Roycroft Shops, East Aurora. Note the decorative border design at top also the lower decorations (all in two colors). These ornamentations are Navajo -in harmony with the firm's business.

Examples of Christmas Suggestions

Designed for Printer and Publisher
by Ernest Edwin Adams, Toronto

BOOKMARK

Compliments of

Tyrrell's Book Shop

Toronto



When you finish this book visit our store. The latest books on hand at lowest prices.

Novelties in Pictures and Wall Mottoes

BOOKMARK



Gifts for the Holidays

WE have made a special effort this year to have not only the largest but the most attractive display of Christmas Gifts for the 1915 Holiday trade. We have surpassed all previous efforts and can boast of the most magnificent collection of domestic and foreign made gift articles that could be offered for your approval. The prices are moderate.

Tyrrell's Book Shop

82 King St. East, Toronto

ANNOUNCEMENT

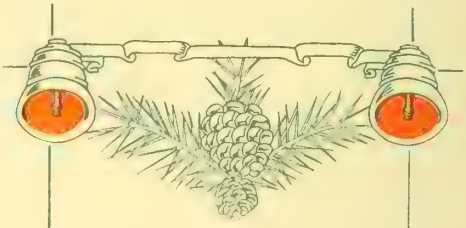


A CORDIAL INVITATION IS EXTENDED TO YOU TO ATTEND THE

Christmas Eve Dinner

AT ROYAL CAFE, WELLAND

INVITATION



CHRISTMAS GREETING
AND PROSPERITY
IN FUTURE YEARS
IS THE WISH
TO YOU
FROM WM. H. BAKER

GREETING CARD

Christmas Exerises

held under the direction of

Christian Endeavor Society of the Second Avenue Presbyterian Church

on Saturday Evening

December 24th

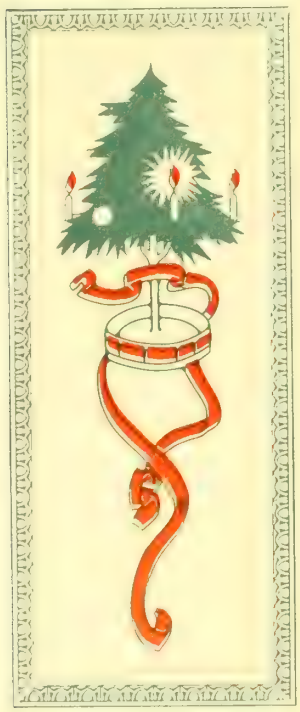
1915

PROGRAM COVER

I heard the bells on Xmas Day
Their old, familiar carols play,
And wild and sweet
The words repeat
Of peace on earth, good-will to men.

—Longfellow

WALL CARD



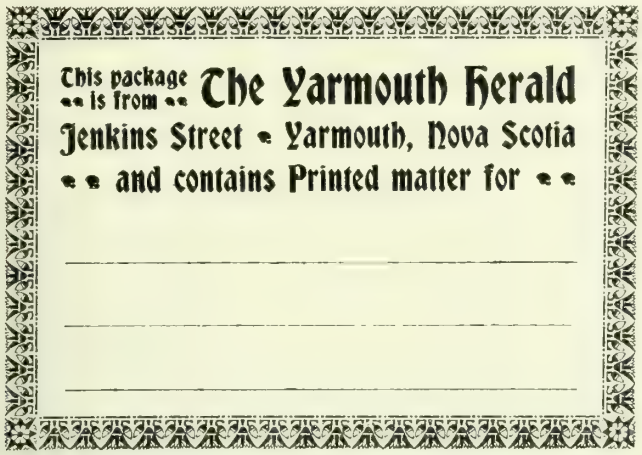
Wishing You a Very Merry Christmas and a Prosperous New Year

THESE are the things I prize
and hold of deepest worth:
Light of the sapphire skies,
Peace of the silent hills,
Shelter of forests, comforts of the grass,
Shadows of cloud that swiftly pass,
Music of birds, murmur of little rills,
And after showers
The smell of flowers,
And of the good brown earth,—
And best of all along the way,
Friendship and mirth.

—Henry Van Dyke

GREETING CARD

centre group, using a size smaller type, the design would be relieved of that heavy appearance on the bottom that it now presents. You have a tendency to do unnecessary

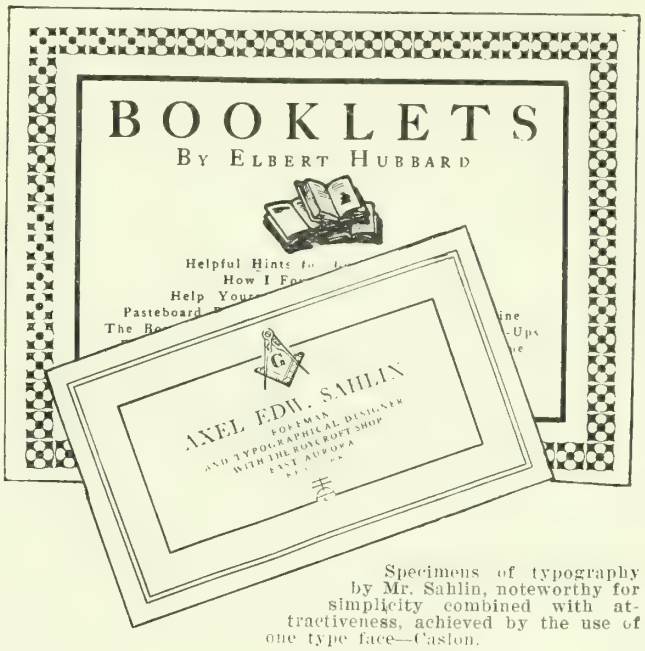


A package label by Charles G. Pollard, Yarmouth, N.S., characterized by the harmony of one type face with a suitable border. Original in two colors.

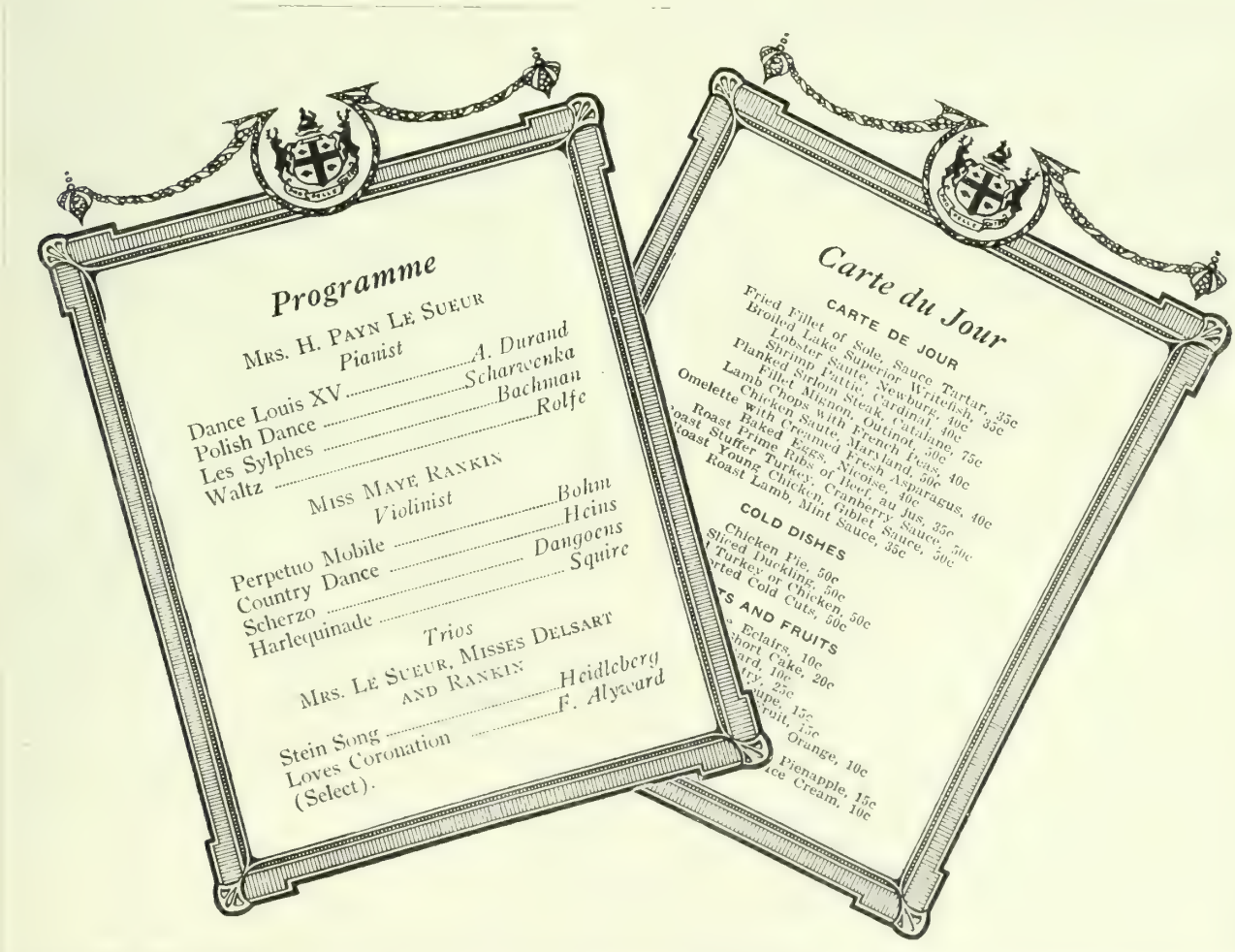
letter-spacing, and the groups inside borders are not well balanced. A study of proportion and balance such as given in the I.T.U. Course would simplify these problems in all work.

The package label is very pleasing. It is here reproduced.

NOBLE SCOTT, Toronto.—This firm has produced a very artistic poster stamp for its own advertising. It is printed in black, orange and gold. The words, "Noble Scott Limited," stand out well on the gold background as a white letter with a black outline. An orange border encloses the design, trimmed flush.



Specimens of typography by Mr. Sahlin, noteworthy for simplicity combined with attractiveness, achieved by the use of one type face—Caslon.



Attractive menu treatment. Note tasteful, even rich border. The careful selection of a suitable type face and the employment of white space add to the pleasing character of these pages. Submitted by J. D. McAra, Calgary.

Newspapers as Allies of the Enemy

By Sidney Brock

(From Philadelphia Public Ledger.)

IT HAS happened a score of times in naval and military history that a belligerent has found in his enemy's press an invaluable, though unconscious ally. Nor are the examples that one might quote all of modern date. Even in the pre-telegraph days, even in the Napoleonic wars, information that it was vital to conceal on the one side and equally vital to learn on the other, became public property through the columns of an unthinking and uninformed press. In the Peninsula War, the letters written home by our officers and published in the London newspapers became Napoleon's most trustworthy source of intelligence. In the Emperor's correspondence you constantly find him basing instructions to his lieutenants on information gleaned from English journals. So serious was the leakage that Wellington had to issue a severe warning to his officers in the shape of a general order, and was even driven to keeping the plans of his famous lines at Torres Vedras to himself, divulging them neither to the Secretary of State nor to his staff in the field.

In the Crimean War it is exceedingly doubtful if Sebastopol would have been fortified at all had it not been for the clamor in the French and English press that it should be made an object of attack.

Sherman's march to the sea owed its inception to his quick utilization of news supplied him by the Southern papers, and it was through the same hospitable source that Grant was able to follow his progress through Georgia and meet him with supplies when he reached the coast.

Sedan itself was the result of a newspaper paragraph. At a time when the German cavalry had lost touch with the French troops, the supremely important information was derived from the French press that MacMahon was moving from Chalons to effect a junction with Bazaine. No suspicion that such was his intention had apparently crossed the mind of the German staff; it took all the efforts of the French press to convince them of the fact. Once convinced, however, they swung their armies round to the northwest, and within a week Napoleon had capitulated at Sedan.

I need hardly recall how during the Spanish-American War every move and intention of the American naval and military authorities was published immediately in the American press. It was not in the least the fault of their journalists that the Americans did not meet with a resounding disaster.

But the struggle which best exemplifies the perils of an unrestricted press, as well as the advantages of a restricted one was the war between Russia and Japan. All the details of the Russian mobilization, of the despatch of the various units to the front, their passage of the Urals, their arrival at Baikal, and afterwards at the theatre of operations were published in the Russian press, and the Japanese were able in this way to keep themselves constantly and accurately informed of Kuropatkin's reinforcements.

When the Russian squadron left Vladivostok in August, 1904, the news of its departure filtered through St. Petersburg, and it was published in the London dailies. It was promptly cabled to Japan and Kamemura was enabled to intercept the force and defeat it. The Japanese on their side, as everyone remembers, made secrecy, just as they made sanitation, an offensive and defensive weapon of extraordinary potency. They absolutely shut down on the press. Journalism in Japan became a sinecure. You either published nothing or you went to prison. The Japanese won command of the sea by first winning command of their pens and tongues. They could never have surprised the Russian fleet in Port Arthur, or have entrapped Rojdesvensky, or have swept the Russians beyond Mukden, but for a vigorous and incessant prohibition of the printing of naval and military news. And it stands to reason that the precautions which Japan found it necessary to take in her remote and comparatively unfrequented seas are ten times more incumbent upon us in Great Britain who occupy the busiest spot in the world's most crowded thoroughfare.

Yet until this war no effort of any kind had been made to prevent the British papers from playing straight into the hands of an enemy. Throughout the Boer War and especially at the time of the Fashoda crisis and the Dogger Bank episode, nothing whatever was concealed. Every card was held face up, exposed to the full view of the world. I well remember how, when the Dogger Bank incident made war with Russia a possibility of the next few hours, a cablegram from Gibraltar appeared in a London paper notifying all whom it might concern, that four vessels of the British squadron had been detached and were steaming under full pressure for the North Sea —a piece of news which, had war ensued, might have given the whole show away. I remember, too, how the entire world was informed that our home fleet was off the Orkneys, our armored cruiser squadron under refit, many of the ships being in dock, and that the Mediterranean squadron was in the North Atlantic. Nothing of the sort has occurred in the present struggle. Largely as the result of a movement initiated some few years ago by a few English journalists, and cordially responded to by the War Office and the Admiralty and the Committee of Imperial Defense, the Government and the press, even before the war broke out, had made a considerable approach to a more rational relationship. But I confess I hardly dared to hope that we should ever see in England a censorship as strict and effective and as readily complied with as now exists. It has been a triumph of patriotic good sense and co-operation to have bridled the evils of publicity with such microscopic comprehensiveness. Americans have only to conceive their own press similarly gagged to take the full measure of the achievement.

Covering Local News

IT IS generally agreed that the fundamental requirement in covering the local field thoroughly and economically is a good organization. Some helpful and definite suggestions along this line are given in the following contribution sent by George M. Dingman, secretary of Stratford *Herald.*

"Our organization is as complete as we know how to make it. We have routes over the business section of the city, over which we send our reporters. The entire staff, however, both business and reportorial members, work with the one end in view—*to get the news.*

"For the gathering of local news organization is a great thing. In our city we have three reporters, two young men and one young lady. Each has a route over which they go every morning. The young lady, for instance, looks after all social news, makes daily calls, sometimes twice a day, on the local undertakers, etc. The other two reporters call upon the Y. M. C. A., railroad officials, court house officials, City Hall, police court, post office, and drop into stores and interrogate people on the street. A reporter must have nerve, which if backed up by organization, will bring good results."

A Million Lines of New Advertising for the Asking

An Ottawa Publisher Gets 80,000 Lines by Thought and Work—What Other Canadian Publishers are Doing—A Quartette of Money Makers

MUCH money that publishers want very badly remains with those who possess it, or else goes to others who solicit it more than publishers do. It is a fact capable of abundant demonstration that millions of agate lines of advertising not now going into Canadian newspapers can be put there—if the publishers want it enough to go after it.

Proofs of the above seemingly extravagant statement are found in the special "stunts" worked by advertising managers—such developments of advertising as are described below:

A Fall Fashion Number was issued by the St. Catharines *Journal*—with much profit to itself. The issue consisted of twenty-four pages and carried a large volume of special advertising, much of it made attractive by very smart illustrations. Fashions for women, children and men and the home were dealt with. Special letterpress, smartly illustrated and introduced by hand-lettered titles contributed to the interest of this special issue. St. Catharines, let it be said, is a pace-maker among Canadian cities in the matter of publishing enterprise.

The Vancouver *Province* in a recent issue lined up the moving-picture theatres, publishing in advance the programmes for the coming season of the leading theatres. Page space was taken by more than one theatre and, all told, a goodly volume of special advertising was carried. Special letter-press accompanied the advertising.

The Ottawa *Free Press* brought out two special editions. One was called the "Prosperity" Edition and was described as a comprehensive and accurate review of commercial conditions in Ottawa and Ottawa Valley. The advertising was that of manufacturers and wholesalers. The *extra* advertising carried in this edition amounted to 43,000 lines.

Another edition of the Ottawa *Free Press*, of similar intent, was devoted to retailers' advertising, and contained 37,000 lines of such advertising.

Mr. Findlay, the business manager of the *Free Press*, in commenting on these two editions in a letter to PRINTER AND PUBLISHER says:

> These editions were entirely prepared by our own regular staff, and as you can see, entailed a lot of work. The difference between the Prosperity Edition and the usual editorial work gotten up by newspapers lies in the fact that the stories of the manufacturers were news stories written by one of our best editorial writers who went into the work with enthusiasm as well as energy. Just glance over his product in the so-called business write-ups and you will see that they are *different*.
>
> These editions have made a remarkable impression in Ottawa, and kind words concerning them are reaching us, not only from the people of Ottawa, but from outsiders.

The Stratford *Beacon* developed a special fare-refunding sale by local merchants. "It will pay you to shop in Stratford from October 2 to October 9"—was the slogan of the stunt. Much extra by-space advertising rewarded the publishers.

A similar event was "pulled off" by the Kingston *Standard*, the regular edition being increased to twenty-four pages. Mr. W. R. Givens, publisher of the *Standard*, writes: "The merchants are more than pleased with the results. It has been a phenomenal success."

The manufacturers and retailers of Canada have money for advertising—hundreds of thousands of dollars of it; but they need to be "sold." The agencies are doing a magnificent work in the direction of inducing manufacturers to advertise; and always new "general" advertisers are being born as the result of the educational work of the agencies and of their salesmanship.

Frequently, however, the first step—the first timid beginning—is the result of a newspaper publisher's canvass in the form of a solitary advertisement, or a series of advertisements in a single newspaper.

The big city dailies of Canada are most diligent and successful in their solicitation of business; this is as it should be. Even so there are opportunities unused by them—much business practically ripe, waiting to be shaken into their basket—if only they will do a little more shaking, or shake some new trees.

DEVELOPING RETAIL ADVERTISING

The same thing is true in regard to retailers' advertising. Retailers by the thousand are willing to advertise, but they await the coming of a good salesman.

To PRINTER AND PUBLISHER have come during the past month several letters from publishers asking for the name or names of those providing a "copy" service for retailers. These publishers recognize and say that by taking good "copy" to their retailers, they can get orders.

In the United States much attention is being paid to the advertising of Life Insurance and of the Church and Religion, and in many communities advertising of these two kinds is finding its way in big spaces into the newspapers. In Canada there is the same opportunity for equal enterprise—it's "up" to somebody, very often the publisher.

But the most convincing proof that there are millions of agate lines of new advertising or more advertising to be secured by Canadian publishers is the new and more advertising being secured by the newspapers named above, and other newspapers whose achievements have been noted in former issues of PRINTER AND PUBLISHER.

BROTHERS FOUR

What is wanted is first vision—the ability to see; then the wit to conceive; then the courage to go after the unachieved or unpossessed; and finally the optimism that will swing men off their feet, and cause them to do what they ought to do—and will do, if properly handled.

Talking about optimism: here is an extract from a burning editorial in a recent issue of the Ottawa *Free Press:*

The field crops of Canada this year are greater than in any year since Confederation.

The savings of the Canadian people are greater than in any period since Confederation.

The position of the chartered banks is stronger than in any period since Confederation.

Many manufactories are busier, and more mills, factories, machine shops, and foundries throughout the Dominion are being operated twenty-four hours a day than in any other year since Confederation.

The United States has a plethora of gold seeking investment. Already New York has purchased millions of dollars of Canadian securities and has millions of gold for future purchases.

The anomaly of the present situation is that while Canada played no part in the events that precipitated the European war, she will be the innocent beneficiary.

It might be added that Canada is to-day producing more of what it is consuming, and exporting more agricultural and manufactured products than at any time since Confederation.

* * *

Go to it, Brother Publisher. Here is a couplet for your cheering:

Two prisoners looked out from behind their bars.
One saw mud, the other saw stars!

King's Printer Appointed

MR. ARTHUR T. WILGRESS, of the Brockville *Times*, has been appointed King's Printer by the Ontario Government. Mr. Wilgress was born in Sheerness, Kent, England, and was educated at Upper Canada College. For a number



A. T. WILGRESS,
Publisher of the Brockville *Times*, and who has just been appointed King's Printer by the Ontario Government.

of years he was a banker, but in 1885 he bought the Brockville *Times*, and has been proprietor ever since. He was in the Brockville Town Council from 1910 to 1914.

Mr. Wilgress succeeds Mr. Lud K. Cameron, who a year ago went to Los Angeles, California, in search of better health. Mr. Cameron, who retired from the position in June last, was King's Printer for more than 20 years.

Press Representatives

IN connection with the special complimentary transcontinental trip over the recently completed Canadian Northern Railway service, in which senators, members of parliament and press representatives were the company's guests, the following constituted the press party:—J. K. Ohl, New York *Herald;* E. Birchall, New York *Times;* J. Shale, *Financial American;* F. A. Korsmeyer, *Wall Street Journal;* R. G. Tobin, Chicago *Tribune;* J. J. Brady, Chicago *Post;* A. J. V. Peggler, Chicago *Journal;* Richard Spellman, Chicago *Examiner;* W. S. Foreman, Chicago *Herald;* H. B. Guest, Montreal *Mail and News;* W. E. Playfair, Montreal *Star;* E. Tarte, Montreal *La Patrie;* C. L. Sibley, Montreal *Herald;* E. F. Cox, *Financial Bulletin;* Jules Dorian, *L'Action Sociale*, Quebec; E. Donovan, *L'Evènement*, Quebec; A. Cinqmars, *La Presse*, Montreal, and *Telegraph;* A. Merkel, *Echo*, Halifax; Mr. MacNamara, *Telegram*, Winnipeg; R. L. Richardson, *Tribune*, Winnipeg; Mr. Kydd, Montreal *Gazette;* H. V. MacKinnon, *Standard*, St. John; J. S. Crate, *Journal*, Ottawa; T. King, Toronto *World;* F. D. L. Smith, Toronto *News;* V. McAree, Toronto *Mail;* W. Banks, junior, Toronto *Globe;* H. McEvoy, Toronto *Telegram;* H. McEvoy, Canadian *Press;* John Appleton, *Financial Post;* W. Webbling, Newspaper Syndicate; A. E. H. Coo, Winnipeg *Telegram:* Mr. Blow, *Free Press*, Winnipeg;

New Finnish Paper

THE Port Arthur *Daily News* has concluded a contract with Messrs. J. A. Mustonen, of New York, and Erick J. Korti, of Wisconsin, for the publication in the office of the *Daily News* of a weekly paper in the Finnish language, the first number to appear on or about November 11.

The new Finnish weekly is not intended to be regarded as the successor to the defunct *Tyokansa*, the intention being to make it a general newspaper in the widest sense of the term, and not a class publication. Mr. Mustonen has been for some time associated with the New York *Uutiset*, the well-known Finnish-American semi-weekly newspaper, and he will bring to Port Arthur a wide experience and considerable talent, which he will devote exclusively to the promotion of the Finnish weeekly to be published here. The name of the new paper will be *Canadan Uutiset* (*Canadian News*).

It is understood that there are in Canada more than 50,000 Finnish people, and the Port Arthur weekly will be the only newspaper published in Canada in the Finnish language. It is the intention of the publishers to give the new paper a national tone, and its policy will be "Canada First," and one of its aims will be to educate its readers to a thorough appreciation of the privileges and advantages of Canadian citizenship. The new paper will be published entirely in the office of the *Daily News*. The publishers of *Canadan Uutiset* bring with them credentials which bespeak for them the good opinion and confidence of the Canadian public, and the policy of the paper will be such as to create a bond of sympathy and unity between Canadians and the resident Finnish population who are becoming citizenized.

Art of Punctuation

THE art of punctuation was developed gradually.

Before the Christian era the Greek writers made use of a cuneiform sign to indicate a new paragraph. Later, a pause was indicated by leaving a blank space, or by the use of a point, or sometimes by a light oblique stroke, or by an apostrophe. The full stop appeared for the first time in Latin manuscripts; it was placed either on the same line as the writing, above or below the line, or in the middle of the written matter.

The invention of the modern system of punctuation is attributed to Aristophanes, a grammarian of Alexandria. Jerome made use of the comma and the colon in his translation of the Scriptures. The comma is also found in ancient English and Irish manuscripts; here the full stop was indicated by a point, and sometimes by two or even several points.

Punctuation made great progress, and was generally adopted shortly after the invention of printing, toward the end of the fifteenth centruy, due probably to the influence of Manuce, a Venetian printer. All the punctuation signs at present in use are, to be found in Sir Philip Sydney's "Arcadia," published in 1587.

Passed-on Wisdom for Live Employing Printers

Profit-Making in the Printing Business — A Simple Cost System— Press Room Hints—Cost in a Bindery—Window Trims for Printers

BETWEEN the two millstones of decreasing business and over-equipment, the department hour costs have advanced until, in many cases, they are so abnormal as to become dangerous—dangerous to the printer because it shakes his belief in the value and efficiency of his cost system; dangerous for the customer because the printer who is living up to his cost system is passing on the charge the present condition of affairs requires. In other words, over-equipment, and the resulting idle machinery, makes for an overhead which, when added to a decreasing number of productive hours, results in higher prices in printing factories which are operated under the cost system, with a very small margin of profit added.

Another factor in increasing prices has been an advance in the price of all material entering into the manufacture of printing and in some cases this increase has been from 25 to 50 per cent., though, with their characteristic humility, few printers have advised their customers of this, though every one of their customers are aware this is true in their own business.

Another dangerous feature of the prevailing conditions is that the printer who is fortunate or far-sighted enough to have a well-balanced plant, under rather than over-equipped, who has his organization trimmed to his actual requirements, is basing his prices on his hour costs which are at least normal, and the result is he is constantly being accused of being a price-cutter and a trade demoralizer.

This condition, and it is quite general, can be relieved only by getting rid of the over-equipment, and the surplus in organization.

The master printer, whether his shop be large or small, who has the business sense to see these things and act, will soon be getting where he can count profit instead of wearing himself out to get business to "keep the wheels turning and the organization together."

Further, when printers, manufacturing printers, confine their efforts and energies to work they are capable of handling in their own plants, and go out of the brokerage business entirely, they will be able to harmonize their business, concentrate their efforts and materially assist in the effort to return to a better and a more profitable business basis.

So says the Nashville *Printer*. In the same vein, the New Orleans *Epicycle* says:

The printer himself is to blame for the over-equipment abuse. If he happens to receive more than his average amount of business for a month or so, he begins to play for new equipment. Another press, a new stitcher, a rotary perforator, a multiple punch—any and all of these machines and a good many more, lure him on, and he falls an easy victim to the wiles of the brainy and persuasive man whose business it is to sell them. The writer knows printer after printer who has invested three or four hundred dollars in a multiple punch that he uses five or six hours a month; in a rotary perforator that hardly brings in enough to pay the interest on the investment; in a stitching machine the operation of which costs twice as much as a trade binder would charge for the work. We see three cylinder presses in shops that can hardly keep one busy, and platen presses that are idle more than half the time because all the work done on them in a month could be handled with half as many machines.

Idle machinery is responsible for the high hour costs reported by so many plants, and this high cost causes the printer to look with suspicion on the prices made by those having little over-equipment.

If orders cannot be filled promptly because of work already in hand, why not tell the customer that he must wait. Or why not send to a brother member of the Typothetae the part of the work you cannot handle at once, dividing the profit with him? It is better to lose some of the work offered than it is to carry a big investment in equipment that is idle much of the time.

In Lieu of a Cost System

THE number of country printing plants that are operating without an adequate cost finding system is simply astounding and I believe that statistics along this line would show that not 10 per cent. of the plants in the smaller towns use any sort of a cost system as a basis for quoting prices.

Many of these plants, operated in connection with weekly newspapers, are quite small, having only one or two platen presses besides the one cylinder press upon which the newspaper is printed. The proprietors of these small shops usually argue that the Standard Cost Finding System is too complicated for their use and requires too much time to keep it in operation. They are not familiar with simpler methods of accurately finding their costs and consequently continue to operate on the old "guess" system, which is entirely a hit or miss plan.

To these small shops let me suggest, therefore, that they adopt this simple plan for figuring costs. Taking the pay roll cost per hour of each employee as a basis, double this amount in estimating the cost of each man's time. On presswork, add together the cost per hour of both pressman and feeder. If this method is followed, with a profit of from 25 to 40 per cent. added to both time and stock, the resulting prices will, in most cases, be higher than those now charged and will fairly approximate a proper charge for the work and time.

This suggestion is offered merely as a stepping stone to the adoption of an accurate cost finding system and there are no shops so small but what the exact cost of work should be a factor of prime consideration. Everything must have a start, however, and the method suggested will be a vast improvement over the no-method-at-all practice that is far too common in almost every section of the country.—*Basford.*

Pressroom Hints

KEEP the zinc beneath the press clean, having it swept and wiped daily.

Have a place for all tools and accessories and see that these are always put where they belong when not in use.

Whenever time permits between long runs have the feeder go all over the press to give it a thorough cleaning and also to try all nuts and bolts for looseness. In some press rooms all hands spend the last hour on Saturday cleaning up the presses, motors, etc., and this time is well spent.

Always make sure the ductor roller is secure before starting the press.

Oil the packing frequently in damp weather to keep swelling at the minimum.

Be careful that the form does not fill up. Wash it too often rather than not often enough. Use soft rags free from pins, hooks and eyes, etc., that might damage a plate. In some pressrooms only good soft canton flannel rags are used, and these are sent to the laundry when necessary.

Carry an extra oiled sheet as tympan on long runs, work and turn. Do not let offset ink pile up on this sheet, but replace it as needed. Oil a number of these sheets in advance.

Examine the form frequently. Furniture sometimes shrinks and works loose. Quoins will not stay locked for ever and plates on metal blocks work loose unless the catches are tightened occasionally.

If the paper gives off dust the press should be washed up several times daily to retain life and snap in the impression.

Never leave any foreign material such as furniture, wrenches, etc., lying on the form or bed of the press.

Have a marking-up board of ample size set up where the light is good, preferably in a window. Have carbon paper for marking up in the reverse of the sheet, where patches belong, from marks on the face of the sheet.

Have numerous strips, about six inches long, of thinnest tissue, onion-skin tissue and French folio cut in various widths from one-eighth inch to an inch. These are a great help to speedy patching, as they need only be laid over areas previously spotted with paste and torn off, instead of being cut into shape with the overlay knife.

Always have at least one good overlay knife. It may be roughly sharpened quickly on sand-paper and the wire edge then taken off on a hard oilstone. Oil the stone with a mixture of equal parts of good machine oil and kerosene.

Always keep the fountain well filled with ink during a run.

Always keep the fountain covered. A cover may be made from a sheet of tin or zinc, with holes cut in the ends for the bolts that hold the segments down on the ends of the fountain roller.

Always close the windows on the approach of a storm or when a considerable change in the barometer is noticed. —*The American Pressman.*

Window Trims for Printers

IT seems strange that a larger number of master printers, especially those operating small and medium size shops, do not recognize the importance of having an attractive show window displaying artistic specimens of their product. In the larger cities one can pass many printing plants located in factory buildings before a show case is found in front of or in the hallway exhibiting samples of the firm's work. Practically every other business concern finds good window trims to be effective publicity. Even the tin roofer displays some of his non-interesting wares in the show window. Now, the average printing office has something really worth while exhibiting in a show case or window. Attractive specimens of printing are invariably interesting to the general public.

One well known Philadelphia printing concern uses window trims to great advantage. It has had three large show windows made, and in these are displayed fine samples of printing in such a tasty manner that the attention of hundreds of people is attracted during the course of a day. Every other week or so these windows are re-dressed with new subjects. A simple style of decoration is the rule, and the effect is pleasing to the eye. Another Quaker City printing firm, located on the third floor of a large building, is making a show case do excellent service on the sidewalk near the entrance to the stairway. This show case is an oblong affair, and partitions are arranged in it in such a way that specimens of the graphic arts are displayed on three sides of the case.

Every printing plant could manage in some way to arrange an interesting display of some of the best examples of its work. The window trim when properly laid out makes the most attractive "show" of course, but if the plant does not possess a street window, then a show case could be utilized. And, if this is not feasible, then large frames holding tipped-on specimens under glass, could be hung up in the entryway or hall. One thing seems certain; printers should give more attention to window trims. The right kind would certainly be the means of increasing business.—*Robert F. Salade, in Printing Trade News.*

Chargeable and Non-Chargeable Time in the Bindery

A CHICAGO binder says that he has no non-chargeable or non-productive time; every minute bought by him, he claims, is sold and the payroll time corresponds with the sold time to a dot. When questioned closely as to such details as sweeping up (for his bindery is absolutely clean all the time), packing waste, cleaning and oiling machinery, knife sharpening, etc., this binder had to confess that he kept one man busy all the time attending to this kind of work. Hence he had a department overhead as well as a general overdue, but had failed to realize it.

Nearly every operation in a bindery is productive and should be charged directly to the individual job. The productive time and the payroll time should nearly agree—the foreman and the general utility helper being practically the only non-produecrs. Where the plant is operated solely on a piece-work basis there is no waiting time; but where the plant is operated on a strictly time basis there must needs be periods when hands are idle.

The American Printers' Cost Commission has painstakingly set forth practically all the operations in a bindery, and recognizes no non-chargeable time in this department. The list as given by the commission is as follows:

MACHINE WORK

Ruling	Perforating
Embossing	Eyeletting
Cutting stock	Punching
Trimming	Numbering
Folding	Round cornering
Stitching	Forwarding
Sewing	Indexing
Smashing	Canvass covering
Patent back	Meshing

HAND WORK

Folding	Taking apart
Gathering	Gumming
Covering	Counting
Sewing	Interleaving
Patent back	Laying on gold
Padding	Wrapping
Stripping	Tying
Feeding ruler	Jogging
Inserting	Machine helper
Silk stitching	Stringing
Cleaning	Reinforcing
Stamping	Packing
Tabbing	Tissuing
Tipping	Errands
Waste sheets	

Here even the errand boy and the delivery boy charge time against the individual job; there are cases however, where this would be impractical and not worth the while, for few errand boys would be capable of filling up their time on productive work. In cases, however, where a productive worker was called from his chargeable work to deliver goods his time might well be charged direct to the job being delivered.—*Printing Trade News.*

The Publisher's World and Its Daily Revolution

Newspaper Headings — An Era of Dark Newspapers Coming—On Buying a Type-Setting Machine—Sensible Suggestions to Country and Other Publishers

Type for Newspaper Headings

IN a reference to its new heading, *The London Times* recently drew attention to the importance of selecting type which is not only clear and readable but appropriate in style to the journal and its contents. It said:

To the layman the importance attached by journalism to headings may seem excessive for he does not always realize how headings help him to grasp not only the news, but its relative importance, in the shortest possible time. A journalist of the old school is said to have replied, in the manner of Johnson, to one who complained of what is now called the "make-up" of his newspaper: "Sir, our journal is intended only for those who are prepared to read the whole of it." The growth in the size of newspapers and the speed at which we live have combined to modify this very dignified attitude, for its maintenance would imply an intolerable waste of the reader's time. Like other conveniences, the heading is liable to abuse; it may be used to exaggerate or to distort the significance of news, or in an attempt, which will defeat its own object with the more intelligent reader, to make the absence of news less apparent. In our judgment, at least, the proper function of headings is to define the subject-matter of an article and to indicate its tendency and relative importance, and also, in the case of news, to summarize it in the fewest possible words.

The successful use of headings will thus depend largely on the choice of type, which must be capable of being read without effort and at the same time must fit conveniently into the column. The more varied the founts of type the greater will be the strain on the eye in rapid reading, and if the headings are from a fount widely different from the text the eye-strain will be increased by the need of refocusing. At the same time the headings, to facilitate quick reading, should be clean-cut or stronger than the text, which is not read at a glance. Now the text of *The Times* is printed in roman type, what printers call modern face as distinct from old-face or old-style. This old-face is now popular for fine-printed books and for headings, but for ordinary newspaper use it requires too much white space to display it well, both in the text and in larger headings. A revival of an even older type may be seen in our "leader headings," which are set in Plantin, a type derived from that cut by the famous Antwerp printer.

For the reasons given, we have chosen for our headings a pure roman character strictly in accord with the text, but with the down-stokes of the letters somewhat thicker than in the text, and thus stronger and bolder.

Dark Newspapers May Come Soon

AUTHORITIES give warning that before long the newspapers of Chicago, St. Louis, Milwaukee, St. Paul, Minneapolis—in fact, all the newspapers of the Middle West—will feel the pinch of the greatly increased cost of print paper. This, they say, is bound to come soon, because the spruce in Northern Wisconsin, Michigan and Minnesota is fast being eaten up by the hungry paper mills. Timber men state that already the end of the spruce forest in these great forest states is in sight. This means that a substitute must be used in place of spruce ground wood. Sixteen successful substitutes have been developed through the careful labors of the experts carried on by the United States Forest Service at Madison, Wis., and at the branch laboratory at Wausau, Wis., which has been closed since the completion of the special work.

But none of the substitute papers is quite as white as the spruce paper. And newspaper publishers have always maintained that the public would never read newspapers published on "grey" paper. The substitute papers are strong enough and are easy to read, but the fact remains that they are not as white as the spruce-wood paper. The difference in color is not, however, distinct or pronounced.

The Government's paper experts experimented upon 40 different kinds of wood during the years 1911, 1912 and 1913, and of that great variety the following proved to be the most acceptable substitutes for spruce ground wood in making white print paper: Western hemlock, Sitka spruce, lodgepole pine, Western yellow pine, balsam fir, California lodgepole pine, red fir, white spruce with hemlock, white spruce with balsam fir, tamarack, tamarack with white spruce, Alpine fir, white fir, Englemann spruce, Amabilis fir and Noble fir. The opinion has been expressed that the substitute print papers already described cannot be much further whitened. However, the chemists are still at work upon various processes in the hope of finding a method whereby to make the cheapest print papers as white as the best spruce. Whether they succeed or not, the question of immediate interest resolves itself into this, will the newspaper readers of the country, paticularly those of the Middle West, prefer to read their news on paper which is slightly less white than the paper they have been accustomed to or will they take up the idea of reading articles printed in white ink on black paper? The black paper would represent a considerable economy in manufacture, for it would be made out of used newspapers "made over." This idea has several times been advanced seriously by publishers and paper manufacturers, but it remains to be tested out on a large scale.—*Boston Transcript.*

On Buying a Type-Setting Machine

A GREAT many proprietors of country newspapers have asked themselves this question: "Should I buy a typesetting machine?" It is a big question, and calls for careful consideration. Surely a machine should not be purchased unless the publisher can afford it; to go heavily in debt for any piece of machinery which is not badly needed is inadvisable.

But there comes a time to every enterprising publisher when the question of buying a typesetting machine looms up and demands an answer. Perhaps he has secured a job of considerable size, and he dislikes the idea of sending it to some nearby city and, of course, paying somebody a profit for having the type set.

Unless there is assurance of enough work to keep a machine busy six days a week, it is hardly advisable to buy a machine. Better yet, there should be enough work to keep the machine in operation about 16 hours a day. In that case a machine is a great money-maker.

A good plan would be to go to your competitors, assure them of your desire to co-operate with them, and offer to do their composition at a rate satisfactory to all concerned. Ten to one they will be delighted at the opportunity of having their work done at home, and if good service is given, your business should increase, and work come to you from other nearby towns.

There are several kinds of typesetting machines on the market, some of them especially designed to suit the needs of country publishers. There are also to be had good rebuilt machines at reasonable prices. The selection will require some little study.

If you really need a machine, have money with which to make a substantial payment, and have the assurance



LORNE A. EEDY

Who has just purchased *The Telescope*, Walkerton, Ont. Mr. Eedy has for many years been associated with his father in publishing the St. Mary's *Journal*, and is generally regarded as being one of the most aggressive and progressive men among publishers of Canadian weekly newspapers.

of a steady supply of work for it, buy one by all means. It will give you a clean-appearing paper, permit inserting later news and give your readers more reading matter.

When you get a typesetting machine put a good operator on it, even if you have to pay what looks like big wages. On no other machine does the superior man pay such large dividends as on a typesetting machine.

Suggestions for the Country Publisher

Don't be afraid to go after business, and to keep everlastingly at it.

There are many good subscription schemes, but the best of all is a good canvasser.

If you have a competitor, try to agree with him upon a scale of prices, and be sure that you make a reasonable profit.

Publish the news, and be ever alert to get all the good news.

Don't wait until a man dies to give him a write-up and to say something nice about him.

Don't get into the habit of donating printing or advertising.

When business is slack, do something to create work. Even merchants who will not advertise in the newspapers will often take readily to some other form of publicity.

In writing an article try to tell the whole story in the first sentence, adding the details afterwards in the order of their importance.

Get as many names in the paper as is reasonably possible in connection with the news.

Lorne A. Eedy Goes to Walkerton

LORNE A. EEDY, B.A., who has been associated with his father, John W. Eedy, for a number of years in the publication of the St. Mary's *Journal*, has purchased the Walkerton *Telescope*. Mr. Eedy has been closely identified with every moral movement in St. Mary's. In church and street and office his cheery word and genial smile will be greatly missed and his memory will long remain green at the office table where he served so long, so faithfully and so well.

Commission of Conservation Report

THE sixth annual report of the Commission of Conservation, Canada, has just been issued, cloth bound.

The contents of the volume are of surpassing interest and of wide variety. Such subjects as

The Promotion of Technical Education,
Utilization of Some of Canada's Non-Metallic Resources,
Canada's Mineral Resources,
Fire Protection,
Protection of Sea Fowl and Birds,
Water and Water-Power Problems,
Housing and Town Planning,
Canadian Fresh Sea Fish Trade,
The Land Question in Canada,

form the principal contents. One interesting section is devoted to the publicity work of the commission. Another highly interesting report deals with recommendations for the creation of three new national parks in Canada. The volume is richly illustrated.

In this report is abundant material valuable to publishers. Incidentally, PRINTER AND PUBLISHER once more suggests that the publications of the Federal and Provincial Governments are gold mines for the editor who is seeking material of importance with which to inform his constituency on matters of national or sectional significance.

Newspapers for the British Fleet

SINCE the war broke out over six million papers, magazines, and books, with many thousand gramophone records, games, and so on, have been dispatched by the special committee of the London Chamber of Commerce for the supply of newspapers to the Grand Fleet. Among recent donors is King George. More donations and a large supply of weekly illustrated papers are wanted to keep up this work, which is so much appreciated by the sailors and cheers them immensely in their long vigil of the seas. Donations should be sent to the hon. treasurer, Mr. S. A. Martin, London Chamber of Commerce, Oxford Court, Cannon Street, E.C., and illustrated papers, etc., to the secretary at the same address.

Canadian publishers can help by having their readers contribute their surplus magazines and illustrated weeklies.

The Sessions, Successes, and Sins of Publishers

Press Conferences East and West — The Prosperity of a Quebec Newspaper—Figures Which Jump About Strangely—Publishers' Maximum Rates

Important Meeting of the Bruce County Press Association

THE annual meeting of the Bruce County Press Association was held in Port Elgin on Friday, October 1. There was a good attendance of the county publishers present.

Many questions of deep interest were discussed. It was decided to boost recruiting throughout the county and try to put up to our available young men their duty in this crisis in the history of the Empire. A matter of deep consideration was the increased cost of printing material all along the line. These have entered into the production of papers to such extent that publishers find they are producing papers at a loss.

RAISING THE SUBSCRIPTION PRICE TO $1.50

After mature deliberation it was decided to raise the weekly newspaper to $1.50 per annum. It was also decided that this raise would be based upon a gradual raise. All papers that are paid in advance by January 31, 1916, will be accepted at the old rate of $1 per annum. After that date $1.50 will be exacted. After May 1, all weekly papers will be $1.50 per annum.

In the matter of clubbing rates owing to the raise in the price of outside papers it was decided that it was impossible to sell these papers in future at a rate less than the regular subscription price.

The election of officers for the ensuing year resulted as follows:

Honorary President, Wm. Wesley, Walkerton, the oldest publisher in the county; President, J. J. Hunter, Kincardine; Vice-President, H. A. Vandusen, Tara; Secretary-Treasurer, D. A. McKenzie, Paisley; Executive Committee, the officers and E. E. Short, Southampton; H. E. Steincamp, Tiverton; A. Wesley, Walkerton.

The association welcomed Mr. Lorne A. Eedy into their ranks, he having purchased the Walkerton *Telescope*.

FIELD SECRETARY FOR THE WEEKLIES

At this meeting it was moved by Hugh Clark, seconded by Ernest E. Short, "That this association now in session feel that we are entitled to more co-operation from the central office of the C.P.A., and would ask that this step toward the $1.50 campaign be circulated throughout Canada by a bulletin, also that the central office and the Advisory Committee take up the matter of a field secretary for the weekly section at once."

The gathering also enlisted the services of Col. Hugh Clark, M.P., that in view of the fact that the daily press had contained articles that the C.P.A. had urged upon the Government the necessity of assisting recruiting by advertising in the dailies, he be asked to submit to the Premier the use of the rural press for this purpose also.

Press Association Formed

A MEETING to organize a district association of publishers was held in Rosetown, Saskatchewan. The organization will be known as the West Central Press Association. The officers elected were: President, H. N. Stephenson, Kerrobert; vice-president, P. E. Black, Kindersley; second vice-president, J. J. White, Outlook; secretary-treasurer, E. F. Gare, Kindersley; executive committee, Messrs. C. W. Holmes, Rosetown; Grippen, Lovenza; Taylor, Delisle; T. J. McConnica, Luseland; Jas. Palmer, Alsask; Walker, of Macklin; Heddeshiner, Conquest, and W. W. Knight, Plenty.

ARREARS OF TAXES

The matter of the Arrears of Taxes Act was up before the meeting and all present were unanimous in protesting against the method of forced advertising of all lands in arrears for taxes in the Saskatchewan *Gazette*, making it the official advertising medium and ignoring entirely the greater advantage of using the columns of the local newspapers which have a circulation among the tax-payers. The association protests as well in the belief that the taxpayers have a right to be thoroughly informed through the most easily accessible medium and also on the grounds that enforced advertising in the *Gazette* means the compulsion of local taxpayers sending their money a long distance away to be spent where they can get no return. Several of the publishers present stated that the Act meant a direct loss of even as high as five hundred dollars to them. A general meeting will be held in the near future at Rosetown to further deal with the Act and to take up other matters of direct interest and benefit to the publishers.

Perth and Huron

A MEETING of the Perth and Huron District Press Association was held in the town of Goderich on the afternoon of October 4, 1915, in the Masonic Temple.

The principal business before the meeting was the discussion as to the advisability of raising the rates of weekly newspapers from $1 to $1.50 per year, payable in advance.

The following were present:

H. B. Elliot, Wingham *Times*, president; Alex. Abraham, secretary, Stratford; A. G. Smith, Wingham *Advance;* W. J. Mitchell, Clinton *News-Record;* John Vanatter and W. F. Naftel, Goderich *Star;* R. D. Croft, Seaforth *News;* A. F. Hess, Zurich *Herald;* Wm. Robertson, Goderich *Signal;* J. L. Kerr, Clinton *New Era;* Malcolm McBeth, Milverton *Sun;* Wm. Ewart, Stratford *Beacon*, and A. E. Taylor, of Stratford.

J. J. Hunter, of the Kincardine *Reporter* was also present and addressed the meeting at some length. He told how the publishers of Bruce county had agreed to raise their rates at the beginning of the year and urged this Association to do the same. The majority of those present were heartily in favor of the proposed increase and a committee was appointed consisting of the president and secretary and Mr. Dunham, of the Herald Printing Co., Stratford, to prepare a list of questions and have the secretary forward them to all publishers in Perth and Huron, and on the return of these questions to call a special meeting in Stratford early in November to go thoroughly into the matter and take definite action.

WEEKLIS WANT RECRUITING ADVERTISING

On motion duly put and carried the following resolution was adopted:

"That this association place on record its disapproval of the treatment of the weekly section by the officers of the

C.P.A. We believe that the work of the weekly section should receive proper attention; also that we think the weeklies should receive some of the recruiting advertising."

The secretary was instructed to forward a copy of this resolution to the C.P.A.

The visitors were royally entertained at luncheon by the local publishers, and Mr. C. L. Moore, president of the Board of Trade gave an address of welcome. The members of the Board of Trade also entertained the visitors to an automobile ride around the city. An address was also given by Rev. Mr. Ford who gave the visitors a hearty welcome.

On motion of Messrs. Malcolm McBeth and Alex. Abraham, a hearty vote of thanks was tendered to Mr. J. J. Hunter, of Kincardine, for being present and addressing the meeting.

On motion of Messrs Kerr and Smith a hearty vote of thanks was tendered to the Goderich publishers and members of the Board of Trade for providing entertainment.

The meeting then adjourned to meet in Stratford early in November.

Midland Press Association

THE MIDLAND Press Association met in Lindsay on October 8. A number of excellent and highly instructive papers were read and important questions relative to newspaperdom discussed. Papers were read by Mayor Smallfield, of the Renfrew *Mercury*, who is President of the Canadian Press Association; by Wm. Robinson, J.P., of the Cannington *Gleaner*, and by R. M. Glover, of the Peterboro *Examiner*. Others present were Jos. Cave, of the Beaverton *Express*, and Fred Warren, of the Bobcaygeon *Independent*.

The chair was occupied by the President, Mr. Keefer, of the Norwood *Register*.

To Form Press Association

A MEETING to discuss a provincial press association for Saskatchewan will be held in the Board of Trade rooms in Regina, Friday, November 5. The hour of the meeting is fixed for ten o'clock Regina time. Several weeks ago a circular respecting this proposal was issued to the press of the province by W. G. Cates, and an expression of opinion on the subject was asked. The replies were so numerous and of so favorable a nature as to warrant proceeding with the proposal. The Regina Board of Trade was approached, and gladly offered its quarters for the sessions. A circular is being issued to the press of the province containing particulars relating to the event. The railway companies are co-operating in a very gratifying manner.

Halifax Papers' Prosperity

THE war does not seem to have hit the newspapers in any vulnerable spot, judging from the advertising pages of the Halifax papers. Careful enquiry elicits the information that the Halifax papers have had no occasion to retrench, that they have not reduced their staffs or their print bills, and the very fact that the Halifax *Herald* and *Evening Mail* are now printed in a new Hoe Simplex press is an indication that times are good with the publishers. This new press of the *Herald* and *Mail* prints a thirty-two page, eight-column paper, three colors, and at the rate of 30,000 per hour. It is of the very latest and most improved type, and was on exhibition at the Hoe plant during the recent convention of the American Newspaper Association. The *Herald* and *Mail* have also installed a new Hoe automatic curved plate finishing, cooling and drying machine, new curved casting mould, new combination flat and curved routing machine, and new pneumatic steam tables. It is among the most modern and complete plants in Canada. The only manner in which the war seems to have "hit" the *Herald* and *Mail* is in the matter of men. To-day there are twenty-one men from this establishment on active service. representing every branch of the establishment.

To-day Nova Scotia is declared to be the most prosperous province in the whole Dominion of Canada, and Halifax to be the liveliest city in the whole Dominion. It is entirely barren of poor people. There is work for every man and woman who will work. It is the same in the other parts of the province. A new Glasgow paper says: "Never in the history of New Glasgow has the demand for houses been such as it is at present. Almost any kind of a house rents for good money and the trouble is to get a house at any price. The same applies to boarding houses; they are all full and workmen are finding it difficult to secure lodgings, so much so that many men offered good employment have been compelled to leave town for lack of boarding quarters. At the steel works over 2,200 men are on the pay roll and close to 1,000 at the Eastern Car Works."

Had Nova Scotia listened to the retrenchment cry things might have been different. This shows what the influence of good newspapers is worth to a community.

So far as the Halifax papers are concerned their advertising pages tell their own story. If there has been a falling off in foreign advertising there has certainly been an increase in local business. The Halifax merchants are using space without stint. Men are advertising to-day who never spent a cent on newspaper space and they will continue to do so after the war because they find that printer's ink pays.

The Halifax press has been the means of augmenting the various patriotic funds to a very large extent. Through the efforts of one paper the sum of $150,000 went forward from this province for the purchase of machine guns for the Canadian troops. Also contributions were secured sufficient to provide instruments for a brass band for the 40th Regiment now at Valcartier and for instruments for a band for another regiment now at Sussex.

Letter From the Quebec Telegraph

IT MAY be interesting for the readers of PRINTER AND PUBLISHER to hear of the line of action followed by the Quebec *Telegraph* since the outbreak of war.

We did not escape the scare which generally spread throughout the country, resulting in the cancellation of considerable advertising, particularly in the real estate business, which almost evaporated from the columns of our paper. This prompted us to more than double our advertising-solicitation force, and turn the decreases of the first few months into increases. The writer, who at one time was advertising agent, went out on the road, calling upon the larger advertising firms and houses in the United States, thereby inducing many of them to continue their advertisements, not only in the *Telegraph*, but other papers as well.

We gave evidence of the prosperous condition of our province, and particularly our district. We backed up our statements with figures showing increases in building permits, exports and bank clearings. In other words, we changed every pessimistic thought into one of optimism. After several months, we gave even stronger evidence of prosperous conditions, by installing a new 24-page 3-deck printing press, capable of turning out 20,000 copies per

hour, a complete stereotyping outfit and at the present time we are changing the entire battery of type machines, replacing them with a brand new battery. We are also changing same in our job department, so that within a few weeks, it may be said that the *Telegraph* has installed a complete new up-to-date newspaper plant.

During the past three months, our advertising has shown a constant increase, and recently we published one of the largest papers ever issued in the city of Quebec, number thirty-two pages. We might also mention the fact that since the war started, we have sent out a very much larger quantity of advertising matters—booklets, etc.—than ever. We realized at the start that we had to strain every muscle and put forth our entire energy in our advertising canvass, and we are very proud to say that the results have been most satisfactory, in fact, beyond our greatest anticipation. We are now showing over ten per cent. increase in our advertising revenue over the same months last year, and an increase in business from the first of January to the first of September, over the same period last year.

FRANK CARREL,
President, Telegraph Printing Co.

* * *

All of which is a fresh demonstration of the fact that the Advertising Cow stands waiting to be milked. Wanted: more milkers.

Abnormal Difference Between Maximum and Minimum Rates

LETTER TO THE EDITOR

THERE is one point which, in the course of placing some business recently, we have come across, and which might be of some interest to the publishers especially of smaller papers throughout Canada.

Most rate cards which we are supposed to live up to, and which publishers are supposed to live up to also, make an abnormal difference between large and smaller spaces. Taking for instance one Nova Scotia publisher, whose rate card we have before us, we see a rate for 100 inches of 20c, for 200 inches of 17c, 600 inches of 10c. Presumably the 100 inches would come from a small advertiser, the 600 from a large general advertiser.

Does it seem reasonable to penalize a small advertiser, and prevent him from advertising, unless he binds himself down to making a large contract, or paying an extravagant rate for the small one? He cannot compete with the large advertiser on any decent footing. He is choked off from such a publication, and will naturally perhaps turn to those papers which give flat rates, or what is even more likely, will not advertise at all, or will content himself with circulars, booklets, etc. What is possibly more likely, he will make a contract for the 600 inches at 10c, and not use it, and the publisher will probably close his other eye and not charge short rating.

The large publications, we are happy to say, tend to a uniform rate; and those papers which do not adopt the flat rate make a very slight difference between the various spaces so that there is really no strong inducement for an advertiser to make a contract for a larger space than he intends to use.

Has there been any discussion in your columns concerning this very important point? Perhaps the publication of such a letter as that which I send might bring the question up and evoke some expressions of opinion which I would be very glad to see. E. DESBARATS.

* * *

Mr. Desbarat is president and managing director of the Desbarats Advertising Agency, Montreal. His point deserves attention and discussion.

PRINTER AND PUBLISHER suggests that the *regular* insertion of a small space, quite apart from what it may aggregate in a given period, may very properly be granted a special low rate.

In this connection the address given by E. K. Whiting of the *Journal-Chronicle*, Owatonna, Minn., before the Weekly Section of the Canadian Press Association at its recent annual meeting, and which was printed in last month's issue of PRINTER AND PUBLISHER, is illuminating on the matter of what rates to charge for one-time insertions and for a series. This whole matter of rates is important and vital. PRINTER AND PUBLISHER invites correspondence on the matter of Mr. Desbarat's letter.

Elastic Census Figures

LETTER TO THE EDITOR

HERE'S an interesting observation you might see fit to make use of in PRINTER AND PUBLISHER:

(1) It is strange that publishers should be so careless as regards the statements they make to advertisers, even where figures given do not concern circulation.

(2) Comparing the two statements furnished the Audit Bureau of Circulations by the Vancouver dailies some advertisers would find it hard to understand why neither of the two papers appears to be aware of the population of its own city. The statement of the Vancouver *World* gives the population of the city of Vancouver, according to the last census, as 123,902—present population 95,000, or including suburbs 130,000. The *Daily Province* states that the population last census was 100,333—present population 150,000, or including suburbs is 200,000. Government census gives the population of the city of Vancouver as 100,401, while conservative estimates place the *present* population of Vancouver at not exceeding 100,000.

(3) The statements of the Calgary papers are likewise at variance as regards the population in their statements to the A. B. C. The *Albertan* gives Calgary's population last census as 60,000, the *Herald* as 80,000, the *News-Telegram* as 90,000. Government reports state it to have been 43,704. Present population as stated by the *Albertan* is 50,000, by the *Herald*, 80,000, by the *News-Telegram*, 90,000. Accurate figures regarding the population would seem to be readily ascertainable.

W. A. LYDIATT.

* * *

(Editor's Note.—Mr. Lydiatt is the compiler of "What's What in Canadian Advertising." His observations as above set forth have value to all publishers. Advertisers want facts—rigid facts. When guesses are substituted, it is bad for publishers.)

The Maple Leaf Magazine

THE first number of *The Maple Leaf Magazine* published in London, England, has been received. The magazine is of pocket size, and from a reader's point of view is very acceptable.

It is published and sold for the benefit of Canadian Prisoners of War and Field Forces Cigarette and Tobacco Fund, and is edited by Staff Sergeant Charles Crean.

As a souvenir of the Canadian Expeditionary Forces and as a chronicle the little magazine has value. To the first number have contributed numerous writers, among them being W. Pett Ridge. The office of publication is Westminster House, 7 Millbank, London, S.W.

THE EDITORS' VIEWPOINT

Memorials of the Great War

PREMIER BORDEN has suggested that there should be erected in the National Capital, when the war is over, a national memorial to perpetuate Canada's part in the Great War; and with this idea all good Canadians will heartily agree. It is, perhaps, over early to think or say much on this subject, yet PRINTER AND PUBLISHER wants to implant the idea that printers and publishers should each have their own memorial which shall record the participation of these two groups of interests in the overseas conflict.

Individual communities will want their own monuments and tablets, but Premier Borden's suggestion that there should be a national memorial is excellent. This national memorial may very fittingly be composite in its significance, a sum of memorials happily unified.

Attracting Tourists to Canada

THIS thing is true: 1916 will see both Canadians and Americans spending their summer vacations on the North American continent—this, war or no war. Which fact suggests that the Federal Government, or Provincial Governments, Canadian cities and Canadian railways, individually and collectively, should plan *early*—say in December or January next—to advertise the attractions of the Dominion to the holiday-seekers of the United States, Great Britain and France—in particular, to the people of Uncle Sam's land.

It was perceived in 1914 that Americans and Canadians would have to spend their 1915 vacations on this side of the ocean; and Canada counted on getting a very heavy tourist travel from the United States. But for reasons now known, but not perceived in advance, the Americans didn't come to Canada in any large numbers.

Those concerned must advertise, and make their plans *early*, and carry through their programme faithfully. Dodging one's plain duty has a penalty attached to it. We in Canada want some of the millions our American cousins will spend in the summer of 1916, and if we want to make sure of getting the desired portion, we must pay the price—in good dollars. It is always good business to invest one dollar to get it back many times multiplied. Contrawise, there is a withholding which tendeth to poverty.

Thrift for the Rich

SELLERS of bonds are always preaching the wisdom of a firm's or individual's devoting a portion of annual profits to the purchase of convertible securities. In good times, their work is hard, because business men prefer to re-invest their profits in their business. In bad times. there are no profits to invest.

It is pretty safe to say that many a firm and many a man during this period of stress and strain and diminished business should have invested less in plant and equipment, in houses and lands, in motor cars and club memberships, and have used some of the money these things absorbed for the purchase of bonds with their guaranteed incomes and easy conversion into currency. Hindsight is a better developed faculty than foresight.

We are on the eve of a great national prosperity—so it is generally believed. But what will printers and publishers who prosper do in the future with their surplus profits? Will they give a welcome to the bond salesman? Will they buy his wares? Will they content themselves with 5 per cent. and 6 per cent returns—and the possession of the equivalent of ready money? Or will they go on in the same old way?

Adversity is a great clearer of vision. Prosperity is a hoaxer. Thrift is to be exercised by the rich and prosperous as well as by the very poor. Thrift means the saving of money in ways by which the money saved is promptly available in times of need.

An Over-Populated Arctic Circle

THE SUN that shines at the poles is the sun that shines in the tropics. In the Arctic the sun hangs visible in the sky for weeks at a time, yet fails to warm the air or melt the ice and snow. The explanation is found in the circumstance of the earth's angle in regard to the sun and not in its distance from the blazing orb.

In the world of advertising there are advertisers who occupy tropical positions with respect to the warming, expanding, productive, force or agent of advertising; and there are others who by their attitude or location receive the rays of advertising order slantwise, and therefore fail to feel its power.

When a printer or a publisher meets a man in the Arctic Circle, so to speak, the clear thing to do is to alter the attitude of that man—not to generate more heat or to offer greater inducements. The man must be wooed with the guile of a cozener. His mind and will must be altered—this by artful canvassing. He must be guided—not propelled or tripped—into a new position. Violence is bad tactics.

For printers and publishers, the zone of the Arctic Circle is populous; the temperate or middle zone is fairly well peopled; while the torrid zone is but sparsely settled. A huge and unceasing work of education and persuasion must be unfailingly maintained. Rapid and numerous conversions or transfers are impossible otherwise. Printed words with their permanency and penetrating power are the master agent.

The advertising of advertising is but indifferently done by many a printer and many a publisher, and some of these delinquents complain that what they have to sell is not being bought. Brother, if you want what you do not have, crying for it won't get it for you, but trying for it will. It's up to you, brother—always. Turn your back on your duty, and you're a harried man. Face your duty with resolution, and every devil flees. If you want a bagful of advertising, start in right now to melt ice.

Stout-Hearted Striving

ONE real estate man in Toronto has been earning commissions during the past few months at an average rate of $1,000 a month. He has no partner, and no stenographer; which means that outside of $50 a month rent, stationery and a few postage stamps, his earnings are "velvet." Among hundreds of real estate men in Toronto, great and small, he alone, it has been said, is prospering.

When the war broke out and for six months afterwards this man didn't earn enough to pay office rent; but unlike many of his brethren, he never relaxed his energies and never threw overboard his enthusiasm and confidence. The majority of others in his line of business took the blow of the war "lying down."

In this instance is encouragement for all printers and publishers: final victory is to them who keep on fighting, who never know when they are licked, and who never lose their heads. The world loves and rewards fighting men. Fortune smiles upon these valiant souls who are cheerful in the face of adversity.

Length of days, thank God, is given us to repair the mistakes and follies of our past. It is never too late to mend. Canadian printers and publishers have been having a hard time of it during the past year or so, and some of them lost their spunk. But they are not dead, though they may be prostrate. It is for them and all to be up and at it—HARD.

Victoria crosses are given to the men who dare magnificently on the field of battle. Likewise, golden rewards are won in the battles of business by those who dare magnificently. A man must spend to get. Money, like a grain of wheat sown in the soil, must to all seeming perish or be lost utterly if there is to be multiplication of return. All of which means that printers and publishers who want for themselves much and steadfast business during the next year must spend money on propaganda work, putting it in places that may look to be holes; but all this with intelligence, enthusiasm and an unfaltering faith. Cynicism, caution and skepticism are poor equipments for victorious fighters. Success can be compelled, and surrenders only to those who surpass others in stout-hearted striving.

Comments on Postal Mismanagement

THE FINANCIAL POST has devoted a great deal of attention to the unsatisfactory state of affairs in Post Office administration since Dr. Coulter became general manager of the system. It blames the constant explaining and cancelling of regulations to his lack of experience in business or training in postal affairs. He was a doctor in Newmarket and was most unjustly appointed Deputy Postmaster-General over the heads of capable men who had been a lifetime in the service. In criticizing the opening of newspaper mail, *The Post* said that no doubt just as soon as the P.M.G. himself knew of the order, he would have it cancelled. This is what happened.

CENSORING PUBLISHERS' MAIL

"It is not denied," says the Montreal *Star*, "that the same treasonable circulars are still coming into Canada by the thousands and tens of thousands—but they are not coming to the newspapers, who have insisted on 'raising a row' about them. By inference, any private citizen who receives one of these circulars and calls the attention of the Post Office to it is likely to have all his mail opened for an indefinite time, for the Post Office's move to suppress their distribution has been to assert its right to open and read every letter addressed to the complaining newspapers, or to any individuals in their employ. This is probably *pour encourager les autres*. But it all goes to show that if the ostrich is not the symbol of the Postmaster-General's Department, it is at least its inspiration."

Other papers through the country take the same view as *The Financial Post* that such a regulation is an insult to the press of Canada.

The *Daily Record*, Windsor, says:

"Some galoot down in the Post Office Department at Ottawa is responsible for a fool order to censor all foreign mail matter directed to Canadian newspaper offices. This is at once a gratuitous insult and an asinine display of ingratitude.

"For legitimate censorship the newspapers of Canada have no complaint. Indeed, they have gone out of their way to co-operate with the censors, feeling the responsibility as much as any 'superior persons' in the capital.

EDITORS ARE INTELLIGENT AND LOYAL

"Nearly every day some pro-German 'dope' arrives at the offices of Canadian newspapers. How much of it ever sees the light of day? It takes a trained newspaper man to detect any cunningly devised pro-German propaganda. Any 'story' that doesn't look right is pitched into the waste basket in short order. Pro-German circulars don't see the light of day in a Canadian newspaper."

Sentinel-Review, Woodstock:

"Time and again the attention of the Government has been called to the circulation of pro-German publications in this country, some of them disguised as church papers, some of them disguised as educational papers, but all engaged in the pro-German campaign. Some of these papers have found their way into the public libraries in certain parts of the country, and we have the assurance of Professor Riethdorf that he was astonished at the subtlety of the arguments he heard from the mouths of men of very ordinary education, until he traced them to the German papers publicly exposed on the reading tables of the public libraries. If the Government is not aware of such facts it is not because it has not been warned.

"There is another side to this question. If the arguments of the pro-German propagandists are to be met and disposed of, the work must be done by the Canadian press. There is no other means by which the Canadian people can be reached. But how are Canadian newspapers to deal with the matter of the German propagandists if they are not allowed to know what it is?

"Altogether it might seem that if a prize had been offered for the best exhibition of official incompetence in any Government department, intelligence itself could not have suggested a more likely prize-winner than this new experiment in censorship."

Daily Star, Toronto:

"Just where the Postal Department got the idea that the local postmaster is a better judge than the local editor as to what ought or ought not to be published in the local papers we do not know.

"The censorship is a regularly constituted branch of the Government and the press accepts it and the newspapers have adjusted themselves to it. But if the Minister or Deputy Minister of each department of the Government is to go into the business of censoring in so far as its own affairs reach, it seems clear enough that confusion will result and an efficient working system be upset."

Another senseless ruling has been made by the P. O. Department in connection with the position of an advertisement in relation to the page on which it is printed: its reading lines must not be run vertically, but must be horizontal as is customary.

* * *

Also, when are we to be provided with 3-cent postage stamps?

NEWS ITEMS--MAINLY PERSONAL

GENERAL

Mrs. Nellie McClung, famous Canadian writer, has been in Eastern Canada recently lecturing. She was entertained by the Women's Press Club of Toronto.

A new "firing line" journal, the *Listening Post,* is published by the Seventh Battalion of Canadian Infantry, which is made up mostly of British Columbia units. Capt. Orr is editor and Capt. Gibson, news editor.

Jno. Sullivan, formerly the special representative in New York of a number of Canadian publications, is now in charge of the Research and Data Department of the Association of National Advertisers.

Rev. Fr. D. S. Phalen, editor of the Western *Watchman,* probably the most prominent Catholic journal on the continent, is dead. The late Fr. Phalen was born at North Sydney, Nova Scotia, over seventy years ago.

Sir MacKenzie Bowell, a former premier of Canada, and a Senator, has been visiting the West. He is 92 years of age, and has been connected with the Belleville *Intelligencer* for over 80 years and still is active in the service of that paper.

The first express train across Canada over the Canadian Northern rails left Quebec on Oct. 12, and carried by special invitation of the president of the road, more than one hundred and twenty-five members of the house of commons and senate, together with newspaper men from all the leading eastern cities as well as New York and Chicago.

E. J. Ryan, formerly of Hamilton, has joined the Philadelphia headquarters of N. W. Ayer & Son, advertising agents, with branches in New York, Boston and Chicago. Mr. Ryan is merchandising counsellor of the big agency. This connection came to him as the result of his several years' successful experience in merchandising and sales promotion work in some of the foremost stores of the country, including Lord & Taylor, New York; McCreery & Co., Pittsburg; The William Hengerer Co., Buffalo, and Thomas C. Watkins, Limited Hamilton.

BRITISH COLUMBIA

A. C. Bruce, an old Edinburg, Scotland, newspaperman, has joined the staff of the Vancouver *News-Advertiser.*

W. C. Yokome, formerly connected with Toronto, Winnipeg and Calgary papers, has joined the staff of the Vancouver *Sun.*

There is a possibility of the News Writers Union, No. 12, the Vancouver reporters' union which flourished a year ago, becoming active again.

J. B. Daniels, editor of the Prince George *Post,* has passed the physical test, and has been accepted as a candidate for the Royal Naval Air Service.

H. H. Currie, formerly on the editorial staff of the Nelson *Daily News* and recently on the staff of the *Daily Washingtonian* of Hoquiam, Wash., will join the 54th battalion at Vernon.

The *Truth,* a weekly newspaper published by S. J. Gothard, at Vancouver, B.C., has suspended publication, pending the adjustment of financial matters with the printing establishment which was issuing the paper from its job presses.

The Vancouver American club was addressed by A. L. Callopy on "Ethics and Advertising.". Mr. Callopy announced that he would soon begin the campaign for prohibition in the province. Mr. Callopy is the principal of the Callopy Advertising Service Agency.

The Vancouver *Daily World* has announced itself as champion of the prohibition cause in British Columbia, and is waging a strenuous campaign against the liquor interests. John Nelson, manager of the *World,* was the chairman at the recent monster prohibition convention.

Capt. Ralph Farrar Markham, formerly of the Brandon *Sun,* was killed in action on August 19th. Before enlisting Capt. Markham was engaged in the advertising business on his own account in Vancouver. He was about 35 years of age and a veteran of the South African War.

John P. McConnell, former editor of the Vancouver *Sun,* announces that he will be the Independent-Liberal candidate in Cariboo next federal election in opposition to Joseph Martin. Mr. McConnell is a brother of James E. McConnell, of McConnell & Fergusson, of London, Ont. He is a native of Walkerton.

James Hewitt, sporting editor of the Vancouver *Daily Province,* and one of the best known sporting writers in the West, has enlisted for active service with the Western Scots, of Victoria, in which corps Stuart D. Armour, another *Province* man, is a lieutenant. Private Hewitt will be made physical instructor of the battalion with rank of corporal soon.

Mayor L. D. Taylor announces that he will shortly start his paper, the Vancouver *Globe,* which will be issued from his own presses. He intended to have commenced publication some time ago, but owing to unforeseen difficulties was forced to defer the publication of the new journal which will be an afternoon paper. Mayor Taylor will enter the political field as an independent candidate for the legislature.

ALBERTA

Fred Watson, an employee of the Calgary *Herald,* has enlisted.

Pte. W. G. Dark of the Calgary *News-Telegram* has enlisted.

H. Salton, who for the past year has been publishing the *Mirror Journal,* left for Clive, where he assumes control of the Clive *News-Record.*

The Sentinel and Military News has made its appearance in Calgary streets. It is brimful of camp gossip at the big camp near Calgary and is altogether a very excellent little sheet.

The employees of the J. D. McAra, printing and bookbinding establishment, Calgary, held their second annual picnic on the Elbow river. All the employees of the firm were present with a number of their friends and a splendid afternoon was spent amid ideal natural surroundings of the picnic grounds.

Arthur R. Littlebury is the new manager of the Calgary *Western Standard's* printing department. He was formerly with the Edmonton branch of the Toronto Type Foundry. H. Hutchings is the new superintendent. These appointments are indicative of growth in the printing business of the *Western Standard.*

C. M. McLennan, formerly a member of the Lethbridge *Herald* reportorial staff, but who has been farming at Raley for some months has accepted a very important position with the *Nor'-West Farmer* at Winnipeg. Mr. McLennan is well equipped for this work. He has a thorough knowledge of agriculture, and is a very good writer. He is an undergraduate of the Guelph Agricultural College.

SASKATCHEWAN

P. H. Welford of the Macklin *Times* has enlisted.

Frank Farley, of the Regina *Leader,* has enlisted with the 79th Camerons of Winnipeg.

Sgt. Howard C. Wolfe, formerly of The Saskatoon *Phoenix,* is a prisoner of war at Munster, Germany, since April 1.

The Regina *Province* offered a prize to school children for answering the question: "Why Should Regina People Patronize only Local Stores?"

Born, Sept. 30, 1915, The Speers *Signal,* a weekly nswspaper, published and edited by J. D. Taylor. The *Signal* is a modest 4-page issue, 4 columns to the page, column, 13¾ in. deep.

The Weyburn *Review* announces that it will discontinue sending to unpaid subscribers whose subscription is one year in arrears. This because of the ruling of the P.O. Department that bulk postal privileges are not granted on subscriptions one year in arrears.

The Weyburn *Herald* is offering prizes for an answer to the question: How many grains in a gallon of wheat? A gallon jar is filled with wheat and the number of grains in it is the standard. The competition is open to those who pay cash for extending their subsrriptions or for new subssriptions.

Editor and Mrs. A. G. Graham, of The Canora *Advertiser,* have arrived home after an absence of some two and a half months in Toronto. Mr. Graham has improved in health greatly after his long and serious illness. Geo. A. Blakely, who was in charge of the *Advertiser* business during the absence of Editor Graham during the past two and a half months, has returned to his home in Grandview.

MANITOBA

Wm. Casey, formerly of the Winnipeg *Free Press,* has left Winnipeg.

Pte. Philip Cohen, a young Winnipeg Hebrew, has gone to the trenches. He has been a member of the *Free Press* staff for a period of over six years.

John Martin, of the John Martin Paper Company, Winnipeg, has been East on a visit.

Rev. A. S. Weir, editor of the Swan River *Star*, is taking up missionary work at Bowman's River.

W. C. Nichol, proprietor of the Vancouver *Daily Province*, is spending the winter in California and the Hawaiian Islands.

Cyprus P. Olliver, circulation manager of the Winnipeg *Free Press*, and Ada Alberta Spence of Dunnville, Ont., were married.

Ronald Kenvyn, marine editor of the Vancouver *Province*, recently toured the coast line of British Columbia on a holiday trip.

E. J. Hoover, advertising manager of the Winnipeg *Free Press* was East for some time visiting *Free Press* advertisers and others.

Four hundred and fifty *Free Press* carrier boys attended a moving picture exhibition as guests of the Walker theatre and the Winnipeg *Free Press*.

Financial troubles have caused the suspension of the *Tai Hon Yet Bo*, the Chinese daily newspaper published at Vancouver. The printers claim arrears of wages.

The Winnipeg *Telegram* is offering books —popular, modern fiction—as a circulation getter. Three books, valued at $3.50, are offered for a coupon plus 98c in cash.

S. J. Gothard, until recently editor of the Vancouver *Truth*, a weekly publication, now suspended, has enlisted for service at the front, having joined the 67th battalion.

Frank Burd, manager of the Vancouver *Daily Province*, has just returned from a business trip to New York, returning via the Grand Trunk Pacific Railway to Prince Rupert.

A number of newspapermen have in course of formation a new social and literary club which is to be called the Vagabonds Club. J. Francis Bursill, an English journalist who writes under the name of Felix Penne, in the Vancouver *World*, is the originator of the idea.

The Vancouver Press Club is contemplating moving into more commodious quarters. The Press Club includes amongst its members many of the most prominent members of the province, including the premier and attorney-general, as well as a number of the superior court judges.

The News-Advertiser, Vancouver, has started a campaign to create interest in its "want ad" pages by publishing each day the picture of some pedestrian, who upon recognizing the same receives on application at the office the sum of $1. Unclaimed money is handed to the Red Cross society.

George M. Murray, editor of the *Greater Vancouver Chinook*, was indicted before the grand jury at the Vancouver autumn assizes on a charge of criminal libel, a true bill being returned against him. It is charged that Mr. Murray in an editorial in the *Chinook* last spring attacked the patriotism of Edward Gold, Reeve of South Vancouver. The case has not yet been set for trial, but will be heard at the present sitting of the court.

The 67th battalion (Western Scots), Victoria, have initiated the publication of a newspaper. The new journal which will be issued weekly is to be called *The Scot*. The editorship is vested in Lieut. Dick Burd, formerly editor of the Alberni *News*, and mayor of Port Alberni, Pte. Charles Armstrong, formerly feature writer on the Victoria *Colonist*, Corp. James Hewitt, sporting editor of the Vancouver *Daily Province* and Lieut. E. L. Fullerton, at one time police reporter on the Vancouver *Sun*.

ONTARIO

Charles Carey, of the Galt *Reporter* staff, has enlisted.

The Windsor *Record* worked the Dollar Day idea recently.

A. McAlister, city editor of the Guelph *Mercury*, has enlisted.

The Orillia *Packet* held another Dollar Day event last month.

The Chatham *News* promoted a co-operative fare-refunding sale.

The North Bay *Despatch-Tribune* is now settled in its new home.

The Hamilton *Herald* is promoting a fare-refunding co-operative sale.

The Strathroy *Despatch* office and plant were badly damaged by fire.

Fire slightly damaged the office and premises of the Prescott *Messenger*.

Guy V. Dunmall, of the engraving staff of the Toronto *Telegram*, has enlisted.

Ed. Whittle, one of the linotype operators at the Belleville, *Ontario* office, has enlisted.

The Woodstock *Sentinel-Review* is promoting a co-operative fare-refunding week.

Arthur Newman who has been on the staff of *The Advance* for several months, has enlisted.

Harry Tufford, for many years with the Goderich *Signal*, has left for Detroit to take a position.

John Robinson, editor of the Toronto *Telegram*, spoke at a recruiting meeting in Cannington.

A. Anderson, formerly of the Port Arthur (Ont.) *Daily News*, is now with the Brandon (Man.) *Sun*.

Harry Moore, editor of the Alvinston Free *Press*, is taking a well-earned holiday at his home in Renfrew.

The Heliotype Co., of Ottawa, report a large number of orders on hand and business in good condition.

Norman S. Faulkner, a member of the Toronto *Mail and Empire* staff, has enlisted for overseas service.

Allan Gillies, publisher of the Lindsay *Warder*, was drowned in a boating accident, along with a companion.

The Thorold *Post* is conducting a "gold-hunting" contest—in other words a missing word contest for prizes of gold.

Fred. Blaney, operator of the Canadian Press at London, has entered the signaling section of the 33rd Battalion, C.E.F.

Arthur Dyer, of the *Municipal World*, St. Thomas, has left for the old country to take a position in a munition factory.

The Press Agency Bureau, Toronto, moved from 114 James St. to Rooms 15 and 14 Dineen Bldg., Yonge and Temperance Sts.

Chas. Ramage, jr., son of Editor Ramage of the Durham *Chronicle*, has enlisted for active service with the Army Medical Corps.

J. B. Robinson has been appointed advertising manager of the *Canadian Farm*, succeeding A. M. Orme, who has gone to New York.

Lieut. Gregory V. Nelson, a well-known young athlete of Toronto, has enlisted. He is a son of Francis Nelson, of the Toronto *Globe*.

The Thessalon *Advocate* is now in new quarters. During the transfer of the plant, the *Advocate* was not printed for four weeks.

R. R. Connor, of the St. Thomas *Times* business office, has accepted the position of circulation manager with the *Telegraph* at Berlin.

B. J. Rae, of Woodstock, has started a printing plant of his own, having severed his connection with the Woodstock *Sentinel-Review*.

Gordon Barkwell, former city editor of the St. Thomas *Times*, and lately sporting editor, has joined the 7th Mounted Rifles at London.

The weekly publishers of Perth are looking anxiously forward to the day when they can raise the subscription price to $1.50 in advance.

Donald G. Wylie, a former member of the Woodstock *Sentinel-Review* staff, has been appointed city editor of the Kingston *Standard*.

Lieut. Fred James, of the Ottawa *Citizen*, who is leaving for the front with the 77th Battalion, was presented by the staff with a wrist watch.

W. A. Moore, who for the past six years has been city editor of the St. Catharines *Journal*, is now with the *Standard*, of the same city.

Lieut. George Dingman, formerly secretary of the Herald Publishing Co., Stratford, has a commission in the 70th Battalion, C.E.F.

Clarence P. Miller of Windsor, formerly city editor of the St. Thomas *Journal*, has joined the sales force of the Universal Car Co. at Windsor.

The Stratford *Herald* offered a prize to school children for answering the question: "Why Stratford people should patronize only local stores."

Gordon Earle Barkwell, who for the past year and a half has been connected with the reportorial staff of the St. Thomas *Times*, has enlisted.

The Wallaceburg *News-Record* has grouped a number of small card advertisements under the heading: "A Greater and a Trade-at-Home Wallaceburg."

At a recent meeting of the Toronto Women's Press Club, Mrs. C. H. J. Snider gave a talk on her recent trip through Scotland, England and Ireland.

Jas. Anand, formerly on the advertising staff of the Toronto *Star*, who was present at the Battle of Ypres, has been promoted to the rank of lieutenant.

Herbert Lash, who has enlisted in the 4th University Corps, was presented with a purse of gold by his fellow-reporters on the Toronto *Mail and Empire*.

The play, "It Pays to Advertise," made a great hit during the week it was on in Toronto. The Toronto Ad Club attended in a body on the first evening.

Mrs. J. H. McGeary of St. Thomas, and the society editor of *The Times*, in that town, is sending her only son to the war, with the University Company.

Oscar Yeomans Brown, of Ottawa, died in Germany where he was a prisoner of war. He was a journalist, having served on Montreal and Toronto newspapers.

Lieut. Fred James, for several years with the Hamilton *Times* staff, later with the Toronto *Telegram* and recently with the Ottawa *Citizen*, has gone to the front.

M. O. Seim, formerly of Hepworth, has bought the printing plant of the Bradford paper, called *The Witness and South Simcoe News*, and has assumed charge.

The David Smith Engraving Co. are moving from 56 Church St., Toronto, to their new building corner Noble and Strickland Ave., just west of Queen St. subway.

The North Bay *Despatch* has dropped its semi-weekly edition and is now publishing weekly. It has moved to its former quarters on the westerly side of Main Street.

Pte. Milton T. Montgomery, a member of the signaling staff of the Nineteenth Battalion, and a former employee of the Hamilton *Herald*, has been wounded in France.

Mr. J. F. Barry, representing the Audit Bureau of Circulations, of Chicago, was in Stratford making a full and complete audit

of the circulation of the Stratford *Daily Herald*.

The Williams Printing Co., of Ottawa, has purchased the stationery business of the Bank Street branch of Basil Reid, and will conduct it in connection with their printing business.

The funeral of H. St. George Le Touzel, who learned the printing business at the Goderich *Signal* and later engaged in lithographing work in New York, was held at Goderich recently.

Frank Eidt, editor of the Walkerton *Telescope*, was married recently to Miss Annie Rennie. Harvey Oberle, another member of the *Telescope* staff was married to Miss Martha Pleskey.

The Ottawa *Free Press* issued two prosperity editions during the past month. One was a wholesale and the other a retail edition, and they each carried a surprising amount of advertising.

Among newspaper men who have enlisted for overseas service is Thomas J. Holden, city editor of the St. Catharines *Standard* and formerly of the Hamilton *Herald* and the Winnipeg *Telegram*.

The Strathroy *Despatch* was damaged by fire recently. Gasoline escaping from a typograph burner during lunch hour was responsible. The machine was a wreck by the time the fire was put out.

Representative members of the London Typographical and Pressmen's Unions attended the Bishop Cronyn Memorial Church, where the rector, Rev. R. W. Norwood, preached a sermon on "Comradeship."

Contracts for the new home of the Welland *Tribune* have been awarded. The new premises will have a frontage of 63 feet. The building will be of fire-proof construction, and will be ready by December.

Among those who have recently gone from Stratford is A. R. McCleneghan, formerly of the *Beacon* staff. His home is in Woodstock. He is the sixth member of the *Beacon* staff to enlist for active service.

On the resignation of Hon. Mr. Coderre from the Cabinet, Hon. Mr. Blondin becomes Secretary of State. This office carries with it the control of the Printing and Stationery Department of the Government.

R. L. Mortimer, editor of the Shelburne *Free Press*, and Mrs. Mortimer, have gone on a trip to Denver, Colorado. They are the guests of the Canadian Ticket Agents' Association, and will be away about three weeks.

Corp. W. Edwin Mertens, of A Co., 81st Batt., now stationed at the Armories, previous to enlisting was the publisher and business manager of the Canadian *Congregationalist*. He closed his office to serve his country.

Mr. Lorne A. Eedy, who has been associated with his father, Mr. John W. Eedy, in publishing the St. Mary's *Journal*, has purchased and taken possession of the Walkerton *Telescope*. Mr. Patrick is the retiring proprietor.

S. Wallace Dafoe, a distinguished Ottawa newspaper correspondent, and brother of John W. Dafoe of the Winnipeg *Free Press* was married to Miss Stella B. King. Mr. Dafoe is president of the parliamentary press gallery.

Richard Morgan, who for the summer months has been a member of the editorial staff of the Brockville Evening *Recorder*, has left for Montreal to attend McGill College. He has been appointed editor of the McGill *Daily*.

W. J. Taylor, publisher of the Woodstock *Sentinel-Review*, tendered his resignation as a member of the Woodstock Fair board, as a consequence of abusive language used towards him by the president of the Agricultural Society.

Under the direction of W. B. Burgoyne, proprietor of the St. Catharines *Standard*, the ladies of the city devoted three weeks to preserving peaches for the boys at the front. From 10,000 to 15,000 jars of fruit were put up and dispatched.

Hugh S. Eayrs, contributor to Canadian and American newspapers and magazines, has taken editorial charge of *Men's Wear Review*. Mr. Eayrs has just returned from New York, whither he went to get style material at first hand.

Arnold W. Rutherford, eldest son of W. R. Rutherford, Telegraph Editor of *The Globe*, left for Barriefield Camp, where he has joined the 80th Battalion as orderly to Major Alger. The young recruit will not be eighteen for some weeks.

Lieut. H. M. Bell, city editor of the Brantford *Courier* staff, has gone to Niagara to qualify for commission in the mechanical transport service. Lieut. Herbert Costain, reporter on the *Courier*, has gone to Toronto to qualify for overseas.

Among the newspapermen of Brantford enlisting recently are Lieut. H. M. Bell, city editor of the *Courier*, and Lieut. Herbert Costain, *Courier* reporter; Thos. J. Holden, city editor of the St. Catharines *Standard* is enrolled with the 81st Battalion.

Twenty-seven employees of the Toronto *Star* have now enlisted for active service. Six of them have commissions as lieutenants, two of the six, Mr. Gordon and Mr. Annand, having been selected for promotion after having come through St. Julien.

Another case of doubling up of county newspapers has just been announced, and this time takes in the Melita *Enterprise*, Melita *Progress* and Pierson *Review*. The new publication will be known as *"The New Era."* It is owned and edited by T. Beveridge.

B. H. Bramble, advertising manager of the Goodyear Tire & Rubber Co., Toronto, was married on Wednesday, October 6th, to Miss Mabel Fuller. On the eve of his marriage a number of Mr. Bramble's intimate friends tendered him a dinner at the Albany Club.

John C. Spencer, secretary-treasurer of the St. Thomas Board of Education, has resigned the office, having accepted a position in Detroit as manager of the Pere Marquette Magazine, of which he has been acting as Canadian advertising agent for some years.

Huron County Press Association discussed a proposal to raise the subscription rate for weeklies to $1.50 a year, but postponed definite action. The Bruce Association, which met about the same time, decided to make all weekly papers $1.50 a year after May, 1916.

Miss Kelly, with the Brampton *Conservator* for fifteen years and also stenographer for Peel county court for about the same period, left for Winnipeg, where she has received an appointment as a court stenographer. The new position pays a salary of $1,700 a year.

Wm. Panton, publisher of the Milton *Champion*, can well claim to be an old-timer in several spheres of activity. Not only has he published the *Champion* for 33 years, but he is serving his 50th year as County Clerk of Halton, and his 16th year as Clerk of the Division Court.

Solon Lutz, formerly city editor of the Berlin *News-Record*, who spent upwards of a year recuperating from a nervous breakdown, is again in charge of the news department of the paper. Dan. Heisey, who has been filling the position, has quit journalism to enter the office of the Dominion Tire Company.

The first issue of the *Junior Free Press*, published monthly under the control of the London *Free Press* Social and Athletic Association, has made its appearance. The paper chronicles the doings of the Association which was recently organized and is having an active youth.

F. T. W. Bright has been promoted to the position of managing editor of the Detroit *Times*, succeeding Charles Schermerhorn, who has resigned. Mr. Bright is a former member of the Windsor board of education and a past president of the Windsor Literary and Scientific Society.

Yet another member of the Toronto *Mail and Empire* staff has enlisted for service overseas, Nicholas Cowan, who has been connected with the Circulation Department for the past two years, having joined the active service battalion being organized by the Governor-General's Body Guard.

A proposal to increase the subscription price of the newspapers is at present being discussed by the publishers of Grey County. The question is being considered favorably and it is likely that some action will be taken towards advancing the price to $1.50 a year, to take effect about the first of the year. A meeting will be held at an early date.

Bruce County Printers' Association, at their annual convention, elected as honorary president, William Wesley, senior member of the Bruce *Herald* and *Times* firm at Walkerton. Of thirteen publishers who in the early eighties formed the Bruce County Printers' Association, Mr. Wesley is the only one left in the publishing business in the county.

The Jackson Press, Kingston, have the following employees on service—James Richardson, Athol Leach, Aylwin Averling, Walter Curson, Percy Walker, Walter Noyes, Wm. Wilson, Abe Richardson, Frank Trape, Tom Aveling. Besides this respectable showing several members of the staff have been taking drill and musketry instruction in preparation for further aid.

Reeve Wm. Appel, publisher of the Tavistock *Gazette*, and of German birth, was recently charged with perjury in connection with taking the oath to the effect that he was a naturalized Canadian, the complainants alleging he had never been registered. The case is not likely to come to trial, as Mr. Appel will probably retire from public life as a result.

The Berlin *Daily Telegraph* has put on three missing word pages, filled with special advertising, to read which it is offering $100 in cash prizes. This novel form of educating its readers to carefully read the announcements of its advertisers is proving a success, judging by the large number competing. The contest covers a period of seventeen weeks. Pratt Thompson handled the proposition.

The St. Thomas *Journal* building was almost totally wrecked by a fire which started from defective wiring. Valuable files and office papers were saved, but the mechanical plant was badly damaged. The linotypes were water-soaked but can be repaired. By courtesy of the St. Thomas *Times* the *Journal* was issued as usual, using the *Times'* plant. The *Journal* is now back in its old home, and is being issued from its own presses. Publisher Sutherland is to be complimented on his energy and enterprise.

Allan Dunn was the guest of the Toronto Women's Press Club, and gave a talk on methods of "Getting Past the Editor." The address dealt largely with the short story

now so much in demand and which the speaker stated was readily accepted, provided only it had the things deemed essential by the magazine. Surprise and suspense are necessary elements, and two thousand words is the length at which present-day editors are aiming.

Lieutenant Donald M. Goudy, better known in Toronto newspaper circles as "Pink," was made the recipient by his colleagues on the *Telegram* of a silver wrist watch. For nearly a year Mr. Goudy was assigned to gathering military news for his paper. William Wallace, another Toronto newspaper reporter, has also received his commission and in the examinations for the officers' course, Lieut. Goudy headed the list and Lieut. Wallace came second.

Lorne A. Eedy, B.A., who has been associated with his father, John W. Eedy, in the publication of the St. Mary's *Journal*, has purchased the Walkerton *Telescope*. Mr. Eedy has been a business and social factor in the town of St. Mary's. He was superintendent of one of the largest Sabbath Schools in the country, district chairman in the recent temperance campaign, one of the officers of the scout movement and allied movements. He has sold his residence in the Stone Town and removed his family to Walkerton.

The Brantford *Courier* has a unique record for a newspaper office of its size, with reference to the number of employees and former employees who have gone to the front or are in training to go there. The list includes: H. Walsh, city editor; H. M. Bell, news editor; Reg. Teeple, reporter; R. R. Jennings, reporter; H. Costain, reporter; Steve Ridley, pressman: George Thompson, pressman; G. T. Duncan, linotypist; Elmer Winter, linotypist; Lloyd Hazelton, S. Vansickle, printers, and Dan-Convery, news boy and apprentice.

In addition to the large number of men who have already gone from every department of the Toronto *Star* to serve their country, the following eleven *Star* employees have recently enlisted for active service: V. Spratt, apprentice; Wm. Anderson, compositor; Chas. B. Perkins, linotype operator; Frank Baker, compositor; Albert J. Gilmore, compositor; Dick Kerkhoff, machinist; Frank Murphy, linotype operator; Fred Walker, stereotyper; John McKay, pressman; Frank Pew, pressman; and Harold Kidd, business office.

James Henry Tighe has issued a writ asking for a declaration that he is the owner of one-half interst in the stocks, bonds, assets and good-will of the Jack Canuck Publishing Co., Limited, and of the newspaper, *Jack Canuck*, and for a judgment directing the defendants to assign and convey same to him. He also seeks to have all necessary accounts taken, inquiries made, and for a receiver. He also claims an injunction restraining the defendants from taking possession of all monies or incurring any debts. The defendants mentioned are the Jack Canuck Publishing Co. and Louisa Rogers as administratrix of the estate of James Richard Rogers, deceased.

QUEBEC

Alex. Devine, manager of the Butte Mont. *Miner*, recently visited friends in Montreal.

John Bassett, aide-de-camp to Sir Sam Hughes, was recently appointed a director of the Montreal *Gazette*.

E. G. Pierce, circulation manager of the Sherbrooke Daily *Record*, and Miss Mabel Ewing, were married.

The marriage of Mr. Harry N. Moore, of Montreal *Star*, only son of the Rev. T. Albert Moore, D.D., of Toronto, and Miss Nan Reddick, only daughter of Dr. R. Reddick, of Winchester, Ont., took place quietly on Tuesday, Sept. 28.

A. K. Crone has joined the Canadian Officers Training Corps, Montreal. Mr. Crone was the editor of the Montreal *Weekly Witness*.

Oscar Brown, formerly of the Ottawa *Citizen* and the Montreal *Witness*, who went to the front shortly after the declaration of the war, has died. He was wounded several months ago, and taken to Germany a prisoner.

Jules Fournier, editor of the French weekly, *L'Action*, Montreal, was arrested, charged with criminal libel, at the instance of Mayor Mederic Martin. The criminal action is the outcome of an article published in *L'Action* in connection with alleged offers of an asphalt company to corruptly influence the Mayor and some other members of the City Council in favor of a civic awarding of contracts.

Major J. Reid, R.E., whose military notes were a feature of the Montreal *Herald* until after the outbreak of war, when he went to Great Britain on active service, is the hero of a remarkable feat in mule-breaking which has earned him a new appointment—that of Commandant of the Royal Engineers' Riding School at Newcastle-on-Tyne, England. This, however, is only a temporary appointment and he will return to the Highland Brigade and go to the front with them. On leaving Canada, Captain Reid obtained a commission as major, proceeded to London and was for a time attached to the Intelligence Department at the War Office. He was then sent as instructor to Bedford, where there was a large camp of the Highland Brigade, and afterwards to Scone, near Perth. While at the latter place a large consignment of unbroken mules arrived in Scotland, and before they could be utilized on active service it was necessary that they should be broken to harness. Having had previous experience of this kind of work in the Balkan War, Captain Reid volunteered to take charge of this work. On the completion of his mule-training experience the authorities selected him for the important appointment mentioned above.

MARITIME PROVINCES

Printing and binding business in Halifax is fair.

There is talk of the revival of *The Eastern Labor News* at Moncton, N.B.

W. Clancy, Imperial Publishing Co., is indisposed, and intends to take a rest for a few weeks.

Business in Yarmouth is beginning to look up again, both in advertising and job departments.

E. D. Lunn, formerly of the Valley City *Times-Record*, has taken over the Mayville *Tribune-Farmer*.

O. S. Durham, of the Sydney *Courier*, with his wife and daughter, spent a few days in Halifax on his way to Chester.

The Windsor *Tribune* is starting a six-weeks' voting contest to increase circulation, under the direction of John S. Scott.

Charles James Cragg, editor of the Bridgewater *Bulletin*, and one of the best known journalists in the maritime provinces, was married to Mary Isabel Roche.

Don F. Fraser, of the *Eastern Chronicle*, is making a number of official visitations along the South Shore, and in the Valley to the various Masonic Lodges in these districts.

J. T. Hawke, of The Moncton *Transcript*, has recovered from his recent illness sufficiently to raise money for two machine guns and to address a dozen or so recruiting meetings in different parts of the province.

H. G. Harris, editor and proprietor of the Kentville *Advertiser*, is at present a patient in a hospital in Boston, undergoing treatment. He is expected to be able to resume his duties shortly.

J. S. Boyd, editor of The Moncton *Daily Times*, received the sympathy of his many friends on the recent decease of his wife. He has now left Moncton on a trip to Calgary, Alta., where he has a married daughter residing.

NEWFOUNDLAND

The autumn issue of the Newfoundland *Quarterly* is a very interesting magazine. It is replete with choice articles well illustrated.

J. Murphy & Sons, of Placentia, are issuing a weekly trade paper called *Murphy's Good Things*. It is edited by Frank F. Murphy.

Hon. P. T. McGrath, editor of the *Evening Herald*, of St. John's, who has been touring Canada and the United States, has returned to St. John's.

Several of the St. John's business houses have taken up the publication of trade papers. One of the latest is that issued by Wadden's drug store.

Harold Hodder, of the business department of the St. John's *Daily News*, spent a couple of weeks' vacation visiting sections of Conception Bay.

T. Foran, of the St. John's *Daily News*, is on a business and pleasure trip to the United States. Mr. Foran will be away about two or three weeks.

Most of the papers of the country are devoting considerable of their space to the question of prohibition, which is to be voted on in Newfoundland on 4th November.

P. K. Devine, at one time connected with the editorial department of the St. John's *Evening Telegram*, also assistant clerk of the House of Assembly, is, it is understood, soon to assume editorship of the St. John's *Trade Review*.

Alex. B. McCulloch, head proofreader of the Richmond, Virginia *Times-Dispatch*, who made a tour of Newfoundland and Labrador during September, proceeded to tour the Maritime Provinces and the New England States the first of October.

A new weekly paper, called the *Spectator*, made its first appearance on 11th September. It is published at St. John's, by the Spectator Publishing Company, with H. T. Wiseman as manager. Mr. Wiseman at one time published the *Plaindealer*, now published by W. McNeil of that city. The *Spectator* is a three-column, eight-page weekly, and is offered at 50 cents per year. Shares in its company are offered to the public.

THE DEAD

William McCausland Fraser, of Prescott, Ont., is dead. When a boy he entered the office of the old Prescott *Telegraph* where he learned the printing trade and where he remained several years. Not content with remaining in the same place all his life he went to New York City where he remained a few years finally returning to his home town. Later he secured a position in the Government Printing Bureau at Ottawa, where he remained for 32 years. Five years ago he was placed on the superannuation list. He was a member of the International Typographical Union, a deputation from which was sent from Ottawa and also performed their usual ceremony.

PRINTERDOM

THE AMERICAN PRINTER TO BECOME A SEMI-MONTHLY

A consolidation has been effected of the following publications:

The American Printer, New York, monthly,

The Printing Trade News, New York, weekly,

The Master Printer, Philadelphia, monthly.

They will be issued in future under the name of *The American Printer*, semi-monthly. It is really a consolidation of five printing trade papers, because two others had previously been added to *The American Printer*:

The Western Printer, San Francisco, monthly, 1901.

The International Printer, Philadelphia, monthly, 1903.

The American Printer was founded thirty years ago as the *American Bookmaker*, with Howard Lockwood as publisher. Its sub-title at that time read: "A journal of technical art and information for publishers, printers, lithographers, bookbinders, blank book manufacturers, and all others connected and interested in book making." In 1897, John Clyde Oswald taking charge of the publication, changed the name of the *American Printer and Bookmaker* and in 1900 named it *The American Printer*.

A handsome publication called the *Western Printer* had been issued in San Francisco by the Stanley-Taylor Company and in 1901 it was purchased and incorporated with *The American Printer*.

Another attractive monthly publication was issued in Philadelphia under the name of the *International Printer*, founded in 1902. This was purchased in 1906 by the Oswald Publishing Company and also merged with *The American Printer*.

The *Printing Trade News* was established in 1907 as a monthly and was made a weekly in 1911.

The *Master Printer* was founded in 1904 as an organization paper of the master printers of Philadelphia.

In 1905, the Oswald Publishing Company, publishers of *The American Printer*, brought out the first of its line of books about printing and since then has added many authoritative volumes. In 1914 it became the publishers of the famous works of Theodore Low De Vinne.

The American Printer is to be published twice a month as a news, technical and business journal for employees, executives, and others in the printing, publishing, and allied industry.

John Clyde Oswald, president of the company that publishes *The American Printer*, has made a notable success of his career as a printer-publisher. He believes in associations and is active in a number of prominent organizations. He is president of the American Institute of Graphic Arts, past-president of the Federation of Trade Press Association in the United States, past-president of the National Editorial Association; one of the two American vice-presidents of the Press Congress of the World. He is prominent in the councils of the United Typothetae and Franklin Clubs of America and the Associated Advertising Clubs of the World. Other memberships include the New York Master Printers' Association, the Merchants' Association of New York and various mutual, fire and casualty insurance companies.

Printer and Publisher felicitates its contemporary on its enterprise and progress.

ANOTHER BIG IMPROVEMENT IN QUEBEC TELEGRAPH PLANT

Only a few months ago the Quebec *Telegraph* installed a new printing press capable of turning out 20,000 24-page papers per hour, which has considerably facilitated its advertising department, in delivering the *Telegraph* to its many customers and agencies, almost half an hour ahead of the previous time. It has also been the means of improving the appearance of the paper,

Now the *Telegraph* is going through drastic changes in its outfit and printing. During the past few weeks, a complete new battery of typesetting machines has been installed in the composing room, and is now taking the place of the composing machines which for the past fifteen years, have been setting up the matter used in the *Telegraph*. The change from one make of composing machine to another was a piece of enterprise not attempted by any other newspaper in Canada since the war started. The new machines are of an entirely different make to the old ones, and necessitated a complete re-education of the members of the staff, not only in the composing of the type, but in the handling of the matter as well. This has been accomplished in a most creditable manner to the entire staff, who have brought about this change without any perceptible delays, or noticeable changes, except for the better, in the appearance of the paper.

The new machines will enable the *Telegraph* to print a more clear and readable type, and will also enhance its appearance in every way.

It will require a few days before the entire change of advertisements, headings, etc., will have been made, but, by that time, the *Telegraph* may be reckoned among Canada's best printed daily newspapers, with one of the most modern plants in existence.

HOUR COSTS IN BRITISH COLUMBIA

The following schedule of hour costs has been adopted by the Graphic Arts Club of B.C.

Hand Composition	$1.20
Platen Press (Average all sizes)	.85
Cylinders	1.40
Cutting Machine	1.20
Girls, Hand	.50
Girls, Machine	.70

These figures were not regarded as an average cost of all the shops, but as a *"danger line"* below which it was considered that no shop in this province could venture without positively losing money.

The disorganized state of the business here resulting from too many shops and too little business still continues. There is a most disgusting scramble for orders at times, very often among some of the largest offices from whom we should expect more dignified behaviour. Price slashing has gone mad.

SPECIAL LINOTYPE EXHIBIT

During the convention of the Typothetae and Ben Franklin Clubs, which was held in Los Angeles during the week of September 27th, the San Francisco Agency of the Mergenthaler Linotype Company had a special exhibit.

The exhibit consisted of a Model K two magazine Linotype and a Model 14 Linotype with its three standard and one auxiliary magazines. The latter machine was also equipped with the new Cutler-Hammer Electric Linotype Pot, so that it represented quite the latest word in multiple magazine outfits.

COLORED POSTER PAPER

A useful and pleasingly prepared hanger to illustrate colors and indicate sizes of colored poster papers has been issued by The Canada Paper Company. The essential information for the entire range of colors and the colors themselves are shown at a glance.

ASSOCIATION OF TEACHERS OF PRINTING

The organization of a national Association of Printing Instructors is being promoted by Joseph A. Donnelly, whose address is P.S. 158 Belmont Ave. and Ashford St., Brooklyn, N.Y.

HANDLING LINOTYPE SLUGS

A development in the handling of Linotype slugs is that so adequately described in the new folder entitled "Mounting Cuts Type High on Linotype Slugs with a Miller Lino-Slug Router," just issued by the Mergenthaler Linotype Company.

With this machine the entire block of slugs constituting a page of type is routed out to the exact shape and depth required for the mounting of any sort of cut to the exact type height. The various simple steps are clearly shown in the folder, so that the sequence and nature of the operations are evident at a glance.

Naturally, a great deal of time is saved by performing the operation in this manner.

WINNIPEG NOTES

The American Type Founders have closed their branch in Vancouver and transferring the stock to Winnipeg.

The Toronto Type Founders are still in business handling the machinery end of it, H. J. Hardie still handling Toronto Type Foundry.

The Cambrian Press of Winnipeg has changed hands to Lawrence Armstrong. Mr. Armstrong was formerly with the Grain and Trades printers and publishers of Winnipeg.

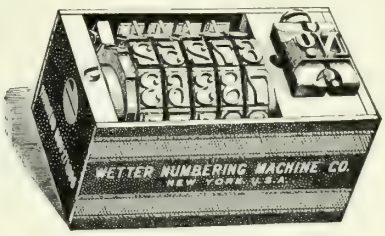
The Herones Book Bindery has been bought by Watson & Dodds, and in all probability the name will be changed to Watson & Dodds Book Bindery.

The American Type Foundry Co. have taken over the type and material part of the Toronto Type Foundry business of Winnipeg. Robt. Thoms managing same.

AN ESTIMATING CLASS

The Toronto Graphic Arts Board of Trade has opened a class for the study of Estimating, its principles, its practice and its difficulties, in its rooms at 610 Confederation Life Building, Richmond and Victoria.

The class is open to all employing printers, their office employees, superintendents and foremen; and as the subject will be taken up from the foundation no special previous knowledge is required.



We have over 150 Models from $5 up—Send for our booklet.

WETTER

Numbering Machines

Appeal to the careful buyer; the one who wants the best; the Wetter record of thirty years proves that they stand up where others fail.

If your dealer does not carry the Wetter—do not accept a "Substitute"—go to the dealer who does sell them.

ALL DEALERS Sell them **WETTER NUMBERING MACHINE CO.**
255-261 Classon Avenue, Brooklyn, New York, U.S.A.

Have you used E. PULLAN'S
MADE IN CANADA
WASHED, STERILIZED

WIPING RAGS ?

Please quote on Washed and Sterilized Wipers.
Name .....
Address .....
To E. PULLAN, 20 Maud St., Toronto

Information cheerfully given. **Just cut out slip and mail.**

"FOR SALE" OR "WANT" ADVERTISEMENTS

Classified Advertising

EQUIPMENT FOR SALE

MONOLINE FOR SALE, 92 HOGARTH Avenue, Toronto.

FOR SALE—COMPLETE JOB PRINTING outfit; used 4 months; cost $365.00; price now $175.00. E. W. Douglass, Stanley, N.B.

FOR SALE—JOB PRINTING BUSINESS established 15 years. Retiring on account of old age. Box 505, Printer and Publisher.

FOR SALE—A BABCOCK OPTIMUS press, inside measurements 36 x 56; in first-class running condition. Box 501, Printer & Publisher.

NEWSPAPER FOR SALE CONSERVATive daily and weekly in live Ontario county town; circulation and job business large; plant up-to-date, long-established and a money-maker; ideal chance for man with capital. Apply to Box 504, Printer and Publisher.

FOR SALE—ONE HOE STOP CYLINDER Pony Press, in first-class condition, also one Wire Stitcher, as good as new. Having united the Thornbury and Clarksburg newspapers in one journal, we do not require the above machines. They are easily worth $750, but for a quick sale we will accept $500 spot cash for both. The press will print two six-column newspaper pages perfectly and at a high rate of speed. Apply to FAWCETT & CO., Clarksburg, Ont.

EQUIPMENT FOR SALE

REBUILT PRINTING PRESSES — SIX column quarto, $550; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

FOR SALE—THE REAL PROPERTY AND plant of the Finnish Publishing Co. of Port Arthur, Ontario, until recently publishers of the Finnish Daily Newspaper, Job Printers, Bookbinders, Publishers and Dealers. Real Estate, $18,000; Plant as per stock list, $29,978, will be sold en bloc or in parcels to suit prospective purchaser. Stock list and further particulars may be had by applying to W. A. Samuel, Assignee, Rooms 8-14, Ross Block, Fort William, Ont.

WANTED

CONTEST MANAGERS (CANADA CO. preferred) send proposition to Box 371, Printer and Publisher.

WANTED FOR A MERGENTHALER No. 5 (Lino), a magazine with an 8 pt. font, or magazine only to fit. Hebrew Journal, 67 Elizabeth St., Toronto.

WANTED TO PURCHASE—SMALL JOBprinting business plant in live country town in Ontario. Must be doing good business and reasonable terms granted. Apply Box 503, Printer and Publisher.

PRINTER WITH NINE YEARS' EXPERIence on newspaper and job work desires position. Competent, steady and sober. Will go anywhere and can come on immediate notice. H. E. Adair, 811 Shaw St., Toronto.

WANTED

POSITION AS MANAGER OR SUPERINtendent—long experience; careful buyer and estimator; eighteen years in all branches; can report almost immediately. George D. Perry, 112 Gothic Ave., Toronto

WANTED—ADDRESSES OF FIRMS WHO would undertake the manufacture of Gilbert's Patent Vacuum Bronzer for Canada for particulars apply The Patent Hand Vacuum Bronzer Co., 618 Hampton St., Birmingham, England.

TO MASTER PRINTERS GOOD ALL round job man, wide and varied experience, graduate of the "Master Printers" simplified system of estimating, with ability to push out work. Will take charge or superintend medium-sized office. Box 506, Printer and Publisher.

WANTED TO LEASE—WEEKLY NEWSpaper, Ontario preferred, with option of purchase. Advertiser is thoroughly competent newspaper man with fourteen years' experience (daily and weekly). State particulars and terms in first letter. Box 370, Printer and Publisher.

BUSINESS CHANCES

LINOTYPE INSTRUCTION —SAFEGUARD your future; evening course, $5 weekly. Empire School, 419 First Avenue, New York.

WEEKLY NEWSPAPER (IND.) NO OP position. In growing town, good country, good job work, very good plant. Whole interest offered for sale, together with brick block. Box 368, Printer and Publisher, Toronto.

G. K. Chesterton Appeals for Belgian Fund

An Impassioned Letter From a Great-Hearted Englishman — A Vivid Presentation of the Crime of the Prussians, and Belgium's Urgent Claims and Needs

A DANGER threatens civilized sentiment in this day of war and brute-dominance: it is that the conscience and finer feelings of mankind may become calloused by the uninterrupted daily narrative of shocking and fearful cruelties and sufferings and crimes against God and man. Just as the soldiers in the trenches grow indifferent to the menace of swift death from shrapnel and rifle-fire, so we, in Canada and elsewhere, may find that the wells of sympathy and generous giving have ceased to flow, or are but feeble springs.

The call to Christian and civilized humanity is as resonant and imperative to-day as it was a twelvemonth ago. Indeed, it is a clearer, more compelling call than ever.

To PRINTER AND PUBLISHER has come the following letter from G. K. Chesterton, probably in the hope and confidence that PRINTER AND PUBLISHER would reproduce it in its columns, as a message to editors everywhere in Canada for their inspiring. That this letter of Mr. Chesterton's is a good letter, a tonic to us all, is perceived the moment one begins its reading. PRINTER AND PUBLISHER suggests that all publishers of newspapers who have not yet given the hospitality of their columns to this impassioned appeal of Mr. Chesterton can very fittingly and creditably publish this letter for the good it will do in their own communities:

To the Editor.

Sir,—I hope you will grant me space to say a few words about the Belgians still in Belgium. The admirable efforts of the National Committee for Relief in Belgium are going a long way to avert famine, but if the million-and-a-half destitute Belgians are to be kept alive the National Committee must have yet further support. The only conceivable cause of doubt in the matter must lie in a mere weariness in well-doing, produced not by any intellectual difficulty but by such wholly unintellectual things as time and fatigue. I think, therefore, the best way of preventing any possible neglect of so great a matter is to repeat once more the great truths upon which rested the whole original claim, not so much on our sympathy as on our common honesty. The simplicity and enormity of the Belgian story can best be set forth, perhaps, in four truisms, all toweringly self-evident.

Bad History the Whole Basis of Prussia

First, of course, the mere badness of the story is almost too big to be held in the mind. There have been stories of a woman or a child actually robbed of reason for life by the mere ocular shock of some revolting cruelty done in their presence. There was really a danger of something of the kind paralysing our protest against the largest and, by the help of God, the last of the crimes of the Prussian Kings. The onlookers might have been struck into a sort of gibbering imbecility and even amiability, by the full and indefensible finality of the foul stroke. We had no machines that could measure the stunning directness of the blow from hell. We could hardly realize an enormous public act which the actor did not wish to excuse, but only to execute. Yet such an act was the occupation of Belgium; almost the only act in history for which there was quite simply and literally nothing to be said. Bad history is the whole basis of Prussia: but even in bad history the Prussians could find no precedent and no palliation: and the more intelligent Prussians did not try. A few were so feeble-minded as to say they had found dangerous documents in Brussels, as if what they had done could possibly be excused by things they did not know when they did it. This almost piteous lapse in argument was, however, covered up by the cleverer Prussians as quickly as might be. They preferred to stand without a rag of reason on them than with such a rag as that. Before we come to the monstrous material suffering, there is in the existing situation an abstract unreason, nay an abstract insanity, which the brain of man must not bear. A nightmare must not abide to the end. The tiniest trace of Prussian victory that remains will make us think of something which is not to be thought of: of something like the victory of the beasts over mankind.

Things of Shameless Shame

Second, it must be remembered that this murder has been done upon a people of such proximity and familiarity that there cannot be any mistake about the matter. There is some shadowy justification for the comparative indifference to the wrongs of very remote peoples: for it is not easy for us to guess how much slavery shocks a negro or cannibalism a cannibal. But the innkeepers and shopkeepers of Ostend felt exactly as the innkeepers and shopkeepers of Dover would feel. We have to imagine a pre-historic cruelty coming suddenly upon a scene which was civilized and almost commonplace. Imagine tigers breaking out of the Zoological Gardens and eating all the people in Albany Street; imagine Red Indians exhibited at Olympia literally scalping every passer-by from that place to Hammersmith Broadway; imagine Jack the Ripper crowned king of Whitechapel and conducting his executions in broad daylight outside the Tube station at Aldgate; imagine as much as you can of what is violent and contradictory in an over-turn of all modern life by troglodytes; and you are still falling short of this fearful Belgian scene in that familiar Belgian scenery. It is idle to talk of exaggerations or misrepresentations about a case so close to us. Chinese tortures may not be quite so fantastic as travellers tell us; Siberia may not be so desolate as its fugitives say it is: but we could no more invent such a massacre in Belgium than we could a massacre in Balham. The things of shameless shame that have been done are something worse than prodigies, worse than nightmares, worse than devilries; they are facts.

A Nation Sacrificed for Mankind

Third, this people we have heard of daily have endured this unheard of thing; and endured it for us. There are countless cases for compassion among the bewildering and heartrending by-products of this war: but this is not a case for compassion. This is a case for that mere working minimum of a sense of honor that makes us repay a poor man who has advanced his last penny to post a letter we have forgotten to stamp. In this respect Belgium stands alone; and the claims even of other Allies may well stand aside till she is paid to the uttermost farthing. There has been self-sacrifice everywhere else; but it was self-sacrifice of individuals, each for his own country; the Serbian dying for Serbia, or the Italian for Italy. But the Belgian did not merely die for Belgium. Belgium died for Europe. Not only was the soldier sacrificed for the nation; the nation was sacrificed for mankind. It is a sacrifice which is, I think, quite unique even among Christians; and quite inconceivable among pagans. If we even privately utter a murmur, or even privately grudge a penny for binding the wounds of so solitary and exceptional a martyr, we ourselves shall be something almost as solitary and exceptional. We shall perhaps be nearest to the state of that unspeakable sociologist who persuaded his wife to partake of a simultaneous suicide; and then himself cheerfully lived on.

The Personal Obligation

Fourth: If there be anyone on this earth who does not find the final success of such crime more than the mind can bear; if there be anyone who does not feel it as the more graphic since it walks among the tramway lines and lamp-posts of a life like our own; if there be anyone who does not feel that to be caught napping about Belgium is like being caught robbing one's mother on her death-bed; there still remains a sort of brutal compassion for bodily pain, which has been half-admitted here and there even by the oppressors themselves. If we do not do a great deal more even than we have already done, it may yet be said of us that we left it to the very butchers of the nation to see that it did not bleed to death.

I therefore plead for further help for the Members of the National Committee who have taken this duty upon themselves. All subscriptions can be addressed to the Treasurer at Trafalgar Buildings, Trafalgar Square, London, or to Local Committees where they have been formed.

Yours faithfully,

G. K. CHESTERTON

Overroads, Beaconsfield, Bucks.

Handling the Customer for a Profit

MANY printers have the idea that making a low price leads to customers buying more printing. Let us examine and see if this is a true supposition. Does a customer buy printing because the price is low or because he needs the printing? Have you ever known a customer to buy anything he did not need because the price was low? If he needs the printing, is it the price or the necessity that impels him to buy?

Answering the above questions will, we believe, immediately show that the price, in itself, has nothing to do with the purchase, while the necessity has everything to do with it. We do not believe that there ever was a job of printing created by a low price alone. Of course, quoting a lower price on a larger quantity is a different matter and has no place in this argument.

We submit, therefore, that if a printer desires to increase his business with a customer, he should do so in two ways. First, by increasing his prices, if they are too low, until they include a fair profit. Second, by suggesting new forms with new uses to his customer and thus securing business that would not otherwise suggest. A study of your customer will show many ways of doing this. For instance, if he uses bills and statements, suggest a notice form for notifying customers when their accounts become past due. If his business is divided into several departments, suggest a different color stationery for each.

This is creative salesmanship. It makes business that would not exist except for the suggestion. It benefits both customer and printer.

If you want more business, get it by salesmanship, not by price cutting.

In the last analysis the house sells the goods, the salesman merely aids more or less intelligently in doing so, and I say that with all due respect to the salesman and his place in the organization. The salesman is a necessity and if he be given the proper training and is alive to his opportunties he can be of immense service, both to the customer and the house. But the salesman can't go it alone. He can't acquire training and sales ability unless there is someone to properly direct his energies. There is a vast difference between a salesman and a salesmanager. The one has learned the game and is competent to direct; the other is merely a player. He can't be expected to know all there is to know, otherwise he would probably be running the business.—*Ben Franklin Pointers.*

Invention of the Ruling Machine

OVER 100 years ago, Sigmund Adam, while a student in the prelate's seminary of St. Zeno, at Reichenhall, Bavaria, saw the students ruling paper for their own use by hand. He thought it laborious and tedious. While looking at an open grand piano he observed that the wires were about the same distance apart as were the ruled lines on the students' sheets. He hit upon the scheme of inking the wires and placing sheets of paper on them. Then he made frames of wood and wire, inked the wires with a felt pad, and then with another felt pad pressed the sheets of paper to the wires. By this means all the paper then needed at St. Zeno was ruled for both instructors and students.

Others copied his methods, improved upon his inventions, and grew rich in a new field of industrial endeavor. Then an American invented the ruling pen, and the old disc was discarded for many years, just now coming into favor again as a new invention. The business established by Sigmund Adam is still in existence, being conducted by a grand-niece of the inventor. Adam was born in Bavaria, December 28, 1776, studied for the priesthood, and died July 14, 1849.

For LITHOGRAPHERS and PRINTERS

Lithotex photo-mechanical machines and processes for MAKING LITHOGRAPHIC PLATES

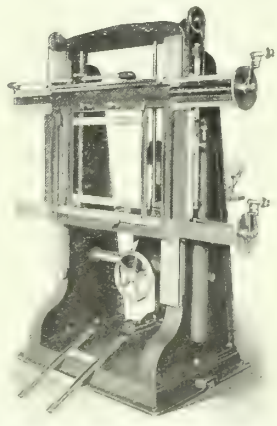
Lithotex machines and process are the cheapest, most efficient and accurate ever put on the market; they are simple in construction, easy to operate, and require small floor space; they have been endorsed by three foreign Governments; have been awarded two gold medals (England and France), and are being used by the largest Lithographers and Printers in the world. Write for descriptive booklet.

Write to CANADA MACHINERY CORPORATION, Limited, Galt, Ontario, Canada

where machines will be made upon order, or to the Lithotex Corporation, 124 White Street, New York City.

Machines and processes covered by the following Canadian patents:

Pat. No.	Date.	Pat. No.	Date.	Pat. No.	Date.
136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,391	Dec. 19, 1911	140,323	May 14, 1912	149,258	July 15, 1913
137,392	Dec. 19, 1911	140,760	May 28, 1912	149,259	July 15, 1913
137,393	Dec. 19, 1911	141,157	June 18, 1912		



TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED

111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process for Reproducing Electrotypes from Halftones.

Our work and rapidity of service unequalled. Out-of-town customers will please note.



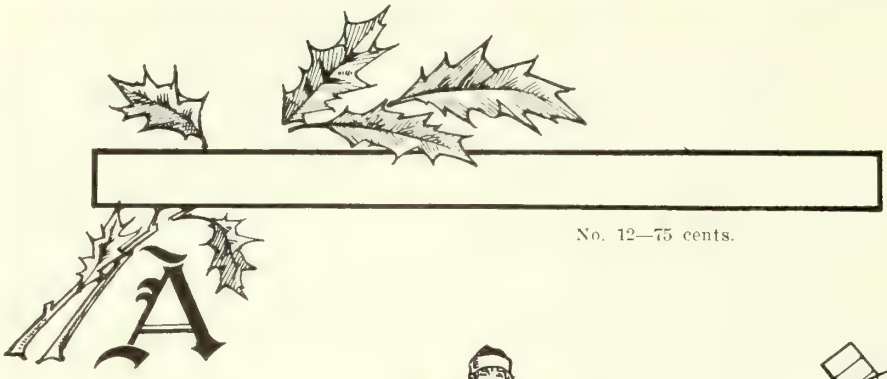
TRAYTON BLABER, Manager

NO doubt you are anxious to obtain your share of Poster Stamp work. The only way to make good in this line is to use "NON-CURLING" GUMMED PAPER for all classes of stamps. It costs very little more than the ordinary, and in printing it saves money.

Samuel Jones & Co.

Gummed Paper Makers

Bridewell Place ∴ London, Eng.



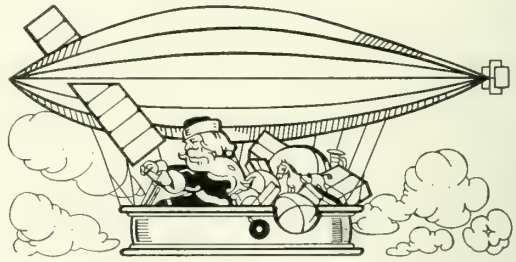
No. 12—75 cents.



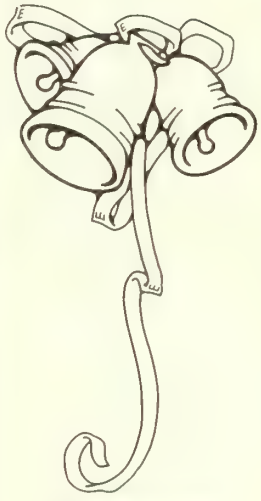
No. 13—40 cents.



No. 14—50 cents.



No. 15—50 cents.



No. 16—50 cents.



No. 17—75 cents.

Illustrate Your Christmas Advertising

A PICTURE in an Advertisement is an attention-getter. The illustrations shown on this page are all related to Christmas.

Put the Christmas note into advertising by the use of one or more of these illustrations. Advertisements will "pull" better. Put it up to your local merchants.

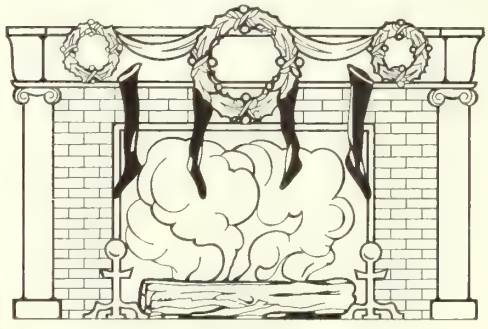
Select the cuts you desire—order by number. Remit the price with your order. Why not order all the cuts shown on this page? Total cost only $4.90.

Electros are sent carefully wrapped, postpaid. You can use them this year, next year and the year after. They are a good investment. Send order without delay.

PRINTER & PUBLISHER, 143 University Ave., Toronto



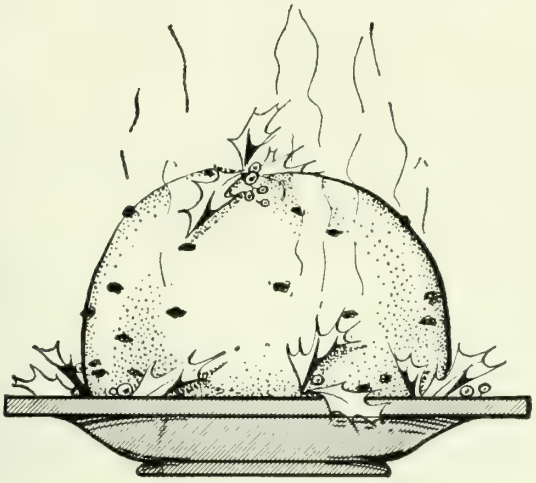
No. 18—50 cents.



No. 19—50 cents.



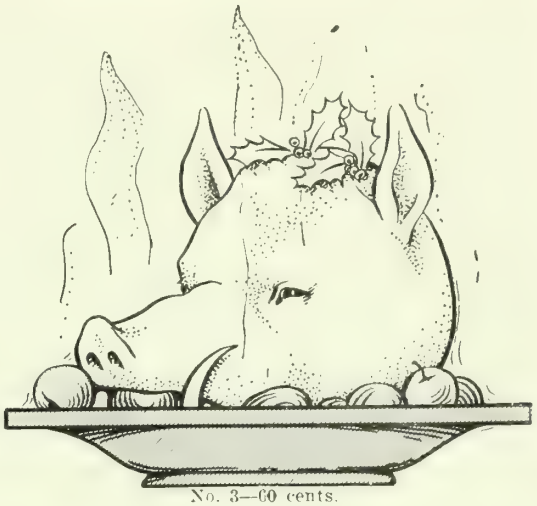
No. 20—50 cents.



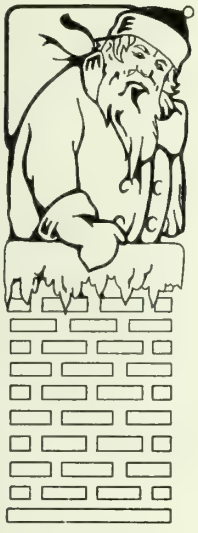
No. 1—60 cents.



No. 2—40 cents.



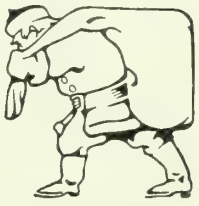
No. 3—60 cents.



No. 4—50 cents.



No. 5—60 cents.



No. 6—40 cents



No. 8—40 cents.

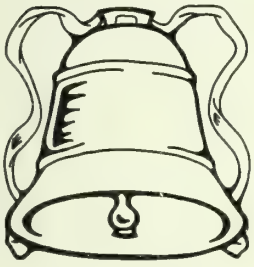
These Cuts For Sale

CHRISTMAS Advertising will be made more attractive and resultful by using one or more of the illustrations on this page.

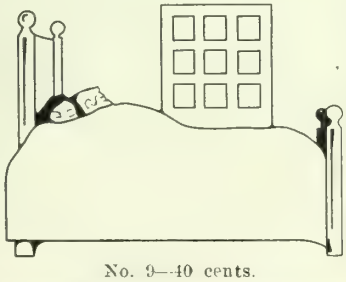
Electros will be forwarded carefully wrapped, postpaid, on receipt of price noted below each illustration.

If you order all the cuts shown on this page, it means an investment of only $5.40—and you own the cuts for use in future years. Remit price with order. Order by number.

PRINTER & PUBLISHER, 143 University Ave., Toronto



No. 7—40 cents.



No. 9—40 cents.



No. 10—60 cents.



No. 11—50 cents.



A Straight Talk from the Manager

THE aim of Printer & Publisher is to help the press of Canada

1. Improve the quality of their output.
2. Cut down their costs.
3. Get a fair return for value given.

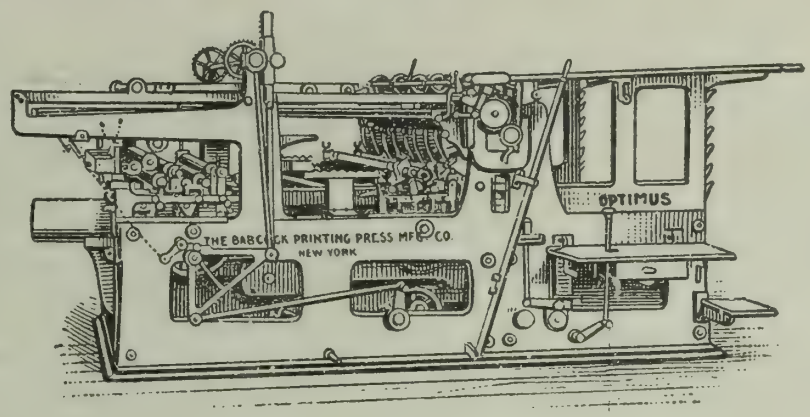
No part of the printing art or business is overlooked and every man on your staff, from manager to apprentice, will find in PRINTER AND PUBLISHER each month ideas that he can use, suggestions worth consideration and information that can be turned into money.

Not the least interesting and valuable information will be found in the advertising pages. You find there, in concise form, the salient features of the latest improvements in equipment and supplies.

Don't hesitate to write us on any matter affecting the trade. It is our business to help.

THE MANAGER

THE BABCOCK "OPTIMUS"



Perfect Ink Distribution

We have carefully studied the problem of Ink Distribution for years, knowing that however desirable a press may be otherwise, if it does not distribute ink thoroughly and uniformly, it is incapable of fine printing.

Optimus Distribution is the only Perfect Distribution

At the same time the most simple, convenient and economical. There is economy in ink and a saving of fifty per cent. in the cost of rollers. All composition rollers are interchangeable, so that old rollers may be used for top, duct and table rollers.

The table rollers are driven by our Patented Spiral Shaft and Spiral Gearing, effective, durable and practically noiseless.

Our Patented Roller Throw-off throws out all form and table rollers or throws them all into action, by one turn of a lever. Any individual roller can be thrown into or out of action independently of every other. The four table rollers with their steel vibrators running in unison with the ink plate work up the ink continuously, whether in contact with the ink plate or not. This prevents chipping and increases distribution. Write for the complete facts about the Optimus Distribution, which is so large a factor in the success of the finest two-revolution built.

THE BABCOCK "OPTIMUS"

Our Best Advertisements are Not Printed—They Print.

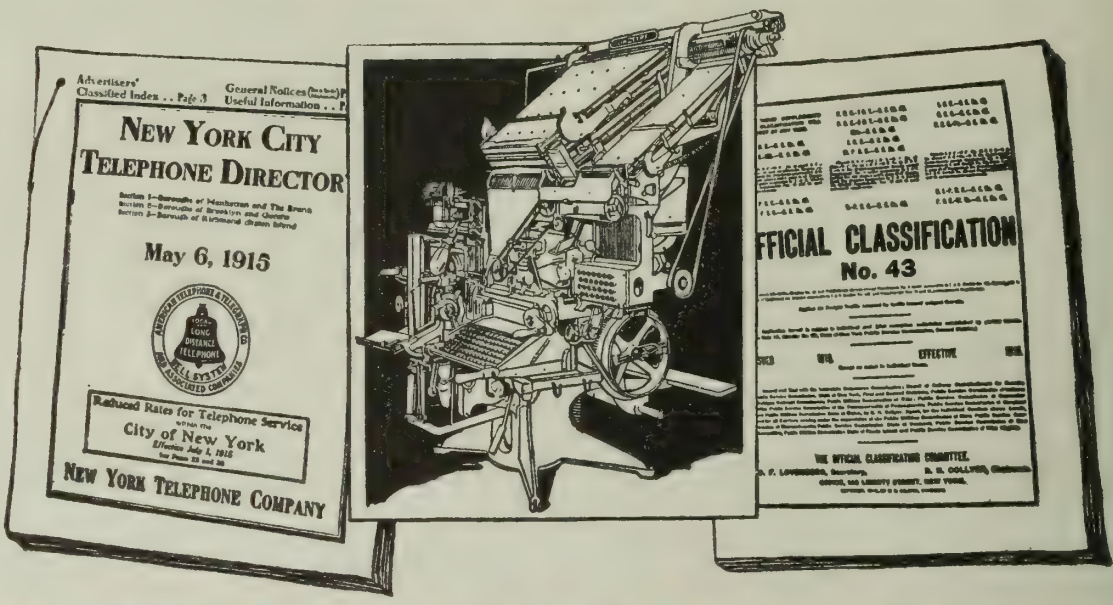
THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba.

Say you saw it in PRINTER & PUBLISHER.

John S. Watson and Will Y. Dear of the Jersey City Printing Co.

have brought their composing room right up-to-date by the installation of



Eight Model 14 Linotypes

These flexible machines have enabled them to produce the new edition of the Greater New York Telephone Directory, to linotype an 800-page Railroad Tariff, and to turn out a large quantity of other printing much more effectively than ever before. This battery places at the instant command of eight operators a range of 48 complete fonts, 32 different body sizes, with each machine equipped with auxiliary magazines for caption heads, accents, special tariff characters, etc.

The Multiple Linotype Way is the Modern Way

CANADIAN LINOTYPE, LIMITED

35 LOMBARD STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK
Tribune Building

NEW ORLEANS
549 Baronne St.

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

PRINTER & PUBLISHER *for* DECEMBER

May the spirit of Christmas possess all our readers, swelling their hearts with the gladness of life and returning to them the rich and enduring rewards of neighborliness of act and thought.

Printer and Publisher

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

Greetings to the Printing Trade

We wish you, our patrons, and users of printer's ink in general, the flowing-over measure of health, happiness and prosperity during the coming year.

May Dame Fortune smile on your 1916 efforts and Good Luck be your boon companion.

THE

Dominion Printing Ink

and Color Co., Limited

128-130 PEARS AVENUE TORONTO, ONT.

Advertisers of Canada *and* The Audit Bureau of Circulations

The action of the Association of Canadian Advertisers in indorsing and accepting audits of the A. B. C. is gratifying to a growing list of Canadian publication members of the Audit Bureau of Circulations. The list of Canadian Publisher Members of the A. B. C. includes the following:

DAILIES

Montreal News
Montreal Mail
Montreal Gazette
Montreal Star
Toronto Mail & Empire
Toronto Star
Toronto Globe
Toronto Telegram
Ottawa Citizen
Ottawa Free Press
Ottawa Journal
London Advertiser
London Free Press
Edmonton Journal
Edmonton Bulletin
Calgary Albertan
Calgary Herald
Calgary News-Telegram
Stratford Herald
St. Catherine's Standard
Saskatoon Star
Winnipeg Free Press
Winnipeg Tribune
Winnipeg Telegram
Vancouver Province
Vancouver World
Regina Province
Regina Leader
Halifax Herald & Mail
Kingston British Whig,
Berlin News-Record
Moose Jaw News
Moose Jaw Times
Saskatoon Phoenix

WEEKLIES

Calgary Albertan
Kingston British Whig
Toronto Canadian Courier
Montreal Family and Weekly Star
Halifax Mail & Homestead
Montreal Saturday Standard

AGRICULTURAL

Toronto Canadian Farm
Petersboro Farm & Dairy
Winnipeg Grain Growers Guide
London Farmer's Advocate & Home Magazine

TRADE

Canadian Grocer
Printer & Publisher

What the Audit Bureau of Circulations Is—and Does:

It is a mutual, voluntary association, the function of which is to collect and supply uniform standardized statements of circulations and to audit and verify the same.

Its forms for statements and audits are the result of careful and expert study and are approved by advertisers, advertising agents and publishers, which three classes of business comprise its membership.

Its reports are universally accepted as authentic and authoritative and it is unreservedly endorsed by the A. C. A. the A. N. A. (Association of National Advertisers of the U. S. A.), The American Newspaper Publishers' Association and The American Specialty Manufacturers' Association. There is no other organization in the U. S. of the same kind.

The A. B. C. is indispensable for authentic and conclusive circulation information for advertisers.

Its facts and data given in its audits disclose not alone quantity but class, kind and character of circulation.

Without the aid it furnishes to intelligent analysis of the qualitative and quantitative in circulations, it is impossible to determine with any degree of certainty facts of a publication's quantity and kind of distribution.

The A. B. C. has 1050 advertisers, agent and publisher members and its growth is rapid and substantial.

Board of Directors Audit Bureau of Circulations

Louis Bruch, President,
American Radiator Co., Chicago
Curtis P. Brady, 1st Vice-Pres.,
Woman's World, Chicago
A. W. Erickson, 2nd Vice-Pres.,
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Stanley Clague,
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F. R. Davis
General Electric Co., Schenectady, N. Y.
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Postum Cereal Co., Battle Creek, Mich.
O. C. Harn,
National Lead Co., New York
Frank C. Hoyt,
The Outlook, New York
Charles F. Jenkins,
Farm Journal, Philadelphia
Emery Mapes,
Cream of Wheat Co., Minneapolis
L. B. Jones,
Eastman Kodak Co., Rochester, N. Y.
S. C. Dobbs,
Coca Cola Co., Atlanta, Ga.
M. C. Robbins,
Iron Age, New York
E. R. Shaw,
Practical Engineer, Chicago
F. H. Squier,
Pabst Brewing Co., Milwaukee
Wm. Wrigley, Jr.,
Wm. Wrigley, Jr. Co., Chicago
Lafe Young, Jr.,
Des Moines Capital

For more detailed information of the A. B. C.'s objects and scope, statement of dues for membership, list of members, or other facts, address

A.B.C.

AUDIT BUREAU *of* CIRCULATIONS

RUSSELL R. WHITMAN, Managing Director

703-16 15 E. Washington Street, Chicago, Ill.

BARGAINS IN
Rebuilt Printing Presses

We have the following stock of used Perfecting Newspaper Presses for sale:

ROTARY STEREOTYPE PRESSES

Goss Standard 64-Page Octuple Press, Four Plates Wide with one Color Attachment.
Hoe Sextuple 48-Page Press, Four Plates Wide.
Hoe Right Angle 32-Page Quadruple Press, Four Plates Wide.
Goss Four-Decker 32-Page Straightline Press, Two Plates Wide, Black Printing.
Goss Four-Decker 32-Page Straightline, Two Plates Wide, with Three Color Combination Top Deck.
Hoe Three-Roll 24-Page Press with Observer Style Folder.
Hoe Three-Deck 24-Page Straightline Press, Two Plates Wide, with One Extra Color.
Hoe Double Supplement 24-Page Press.
Potter Three-Deck 24-Page Press, Two Plates Wide.
Scott Three-Decker 24-Page Press.
Goss Two-Deck 20-Page Press, Lower Deck Three Plates Wide.
Goss Three-Deck 28-Page Press, Lower Deck Three Plates Wide.
Goss Three-Decker 24-Page Straightline Press, Two Plates Wide, with Three Color Combination Top Deck.
Goss Supplement Clipper Press, 4 to 16 Pages.
Campbell New Model Press, 4 to 8 Page.

FLAT BED PRESSES

Goss Semi-Rotary Press, 4 to 14 Pages.
Twelve-Page Duplex Angle-Bar Press.
Cox Duplex QQ Press, 4-6-8 Pages.
Cox Duplex Double Drive Angle-Bar Press, 4-6-8 Pages.

These Machines are offered thoroughly overhauled, rebuilt and tested in our factory.

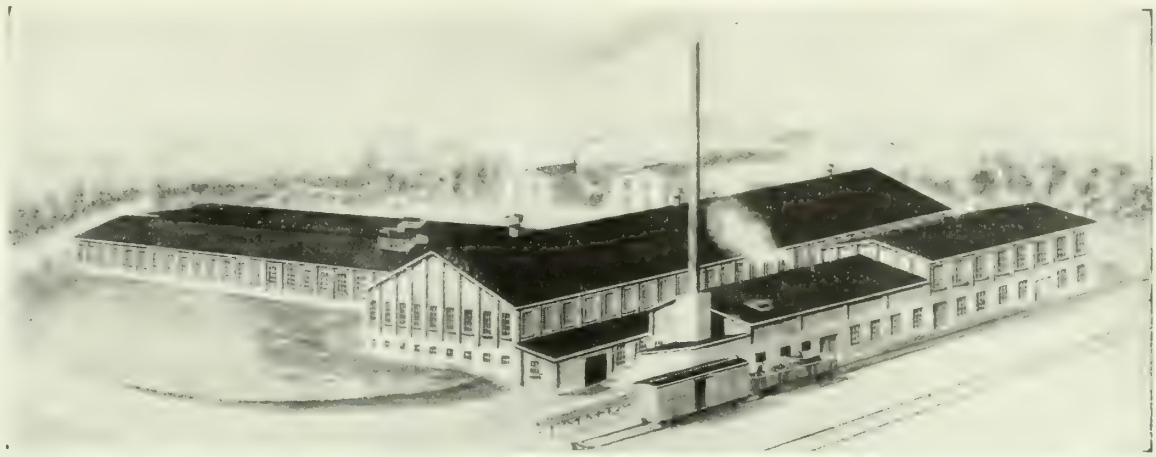
Kindly let us know your requirements as to size of product, number of pages and capacity and we will cheerfully furnish prices and terms.

THE GOSS PRINTING PRESS CO.

CHICAGO, ILLINOIS
MAIN OFFICE AND FACTORY:
16th Street and Ashland Ave.

NEW YORK CITY
METROPOLITAN BLDG.
No. 1 Madison Ave.

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., HAYES, MIDDLESEX



Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building Private Exchange Adelaide 1986

Successful Weekly Newspapers



are the ones with good local circulations. Local circulation, of course, is the only kind worth having, for upon it depends a paper's influence, and its value as an advertising medium. Advertisers want to know how many copies of your paper go to people in your own community. They can reach people in other communities with other media. If your paper has a good home circulation you can offer advertisers something they can't get elsewhere. Advertisers like to spend their money with a paper that can make such an offer.

Getting home circulation is one of the big, attractive features of my system of circulation building. My last contest—for the Sackville (N.B.) Post—increased that paper's circulation in Westmoreland County, more than 65%. I have added as much as 150% to the home circulation of a newspaper. I can increase the home circulation of your paper. Write me. All correspondence confidential.

JOHN S. SCOTT

Builder of Newspaper Circulations

343 CRAWFORD STREET, TORONTO

BE AN

INTERTYPE

OPERATOR

IN SIX WEEKS

A NEW SCHOOL has been opened for ambitious young printers to become qualified operators on typesetting machines. We teach you on the latest model Intertype.

Better your position. Earn more money.

Write for circular to

MILLER & RICHARD

7 JORDAN STREET -:- TORONTO, ONT.

Say you saw it in PRINTER & PUBLISHER

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record — **Canadian Linen Bond**
Earnscliffe Linen Bond — **Empire Linen Bond**
Standard Pure Linen — **Crown Linen**
Colonial Bond — **Mount Royal Bond**
Canada — **Donnacona**
Rolland Parchment — **Columbia**

Envelopes to Match

The ROLLAND PAPER CO., Limited

General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

"Roberts" Typo Numbering Machines

SIMPLEST—STRONGEST

BEST IN THE WORLD

Cleaned in One Minute Without Removing a Screw

More than 250,000 in Use

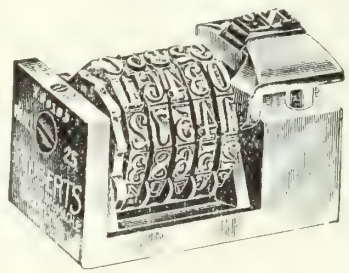
Are You Skeptical?
Order One and be Convinced!

In Stock and For Sale by All Type Founders

BRANCHES:
TORONTO - - CANADA
LONDON - - ENGLAND
MANCHESTER - ENGLAND

The Only Typo Numbering Machine Made on the Point System.

Model No. 25



№ 12345

$5.00 Model 25 5 Wheels | Model 26 6 Wheels $6.00

SIZE: No. 25, 5 Wheels, 64x108 points
No. 26, 6 " 64x118 "

The Best — yet the Cheapest Typo Numbering Machine Made

Both models have plungers with removable No.-slides; therefore slides engraved with any letter can be used when required, and the unnecessary expense of buying a new plunger for each and every letter is eliminated, saying nothing of the time one saves in making such changes, as all slides may be removed without taking machines from forms.

These models have the same patented features and superior construction as the machines manufactured by us under the former name of

"Bates Typographic Numbering Machines"

which should be sufficient guarantee of quality and simplicity.

Buy through our Canadian Branch and SAVE DUTY

New Address for Canadian Branch Office
110-112 CHURCH ST., TORONTO

The Roberts Numbering Machine Company

696-710 Jamaica Ave. — Successor to The Bates Machine Co. — BROOKLYN, N. Y.

WE'RE THE MEN TO DO YOUR ENGRAVINGS.

Let us do your catalog illustrating.

We have the plant, the skill and the will to do good work.

Our work must please you in every respect or we are not satisfied. We want your trade by deserving it.

Put it up to us and have no regrets.

The Reliance ENGRAVING COMPANY
143 UNIVERSITY AVENUE, TORONTO, CAN.

Goes Goes

ESTABLISHED 1879

GOES

Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS
comprises
STOCK CERTIFICATES - BONDS - DIPLOMAS
CORPORATION RECORD BOOKS.

1916 - CALENDAR PADS - 1916
ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO
WM. F. KROHMER, PRESIDENT.

Goes ADDRESS DEPT D.J.T. SAMPLES AND PRICES ON REQUEST. Goes

Say you saw it in PRINTER & PUBLISHER.

This design is a TRADE MARK guarantee of quality

We are sending out our desk calendars for 1916, and would be glad to be advised if you do not get yours.

Wishing You and Yours the Compliments of the Season

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO MONTREAL WINDSOR MILLS, P.Q.

Colored Papers a Specialty

We call your attention to our well-assorted stock of

Book, Cover, Writing, Bond and Ledger Papers

Our recently issued Catalogue and Price List shows what a complete and extensive line we carry. If you have not received a copy drop a card and we will add your name to our mailing list.

BROWN BROS., LIMITED

WHOLESALE PAPER DEALERS

Simcoe, Pearl and Adelaide Streets, TORONTO

Say you saw it in PRINTER & PUBLISHER

THE J. L. MORRISON CO.
Machinery for the Whole Paper Industry
445-447 KING STREET WEST, TORONTO

Wishes You
Happiness and Prosperity
for the Year
1916

Wilson-Munroe Co., Limited
TORONTO

WE MAKE A SPECIALTY OF

"ROLLAND" MADE IN CANADA PAPERS

SUPERFINE LINEN RECORD	White, Azure and Buff
CANADIAN LINEN BOND	White
EARNSCLIFFE BOND AND LEDGER	White and Azure
EMPIRE LINEN BOND	White and Five Tints
COLONIAL BOND AND LEDGER	White, Azure and Five Tints

(ENVELOPES TO MATCH)

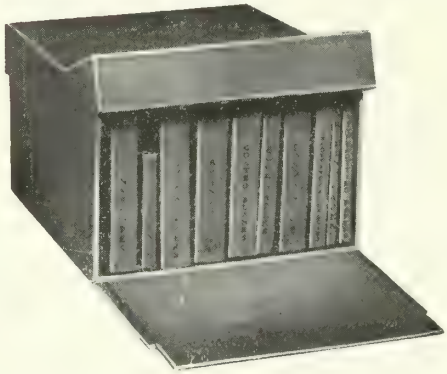
And devote a whole flat in our warehouse to the stocking of these well-known papers. Prompt shipment assured.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

Say you saw it in PRINTER & PUBLISHER

LION BRAND

Our New Sample Cabinet of Stock Lines





WRITE FOR A SET

John Dickinson & Company, Limited

MONTREAL
216 Lemoine Street

TORONTO
76 Bay Street

The Hand that Keeps the World Informed



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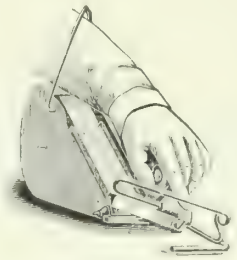
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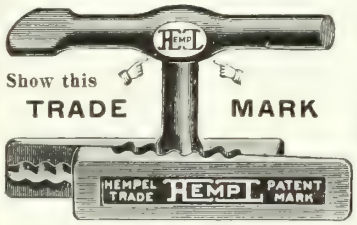
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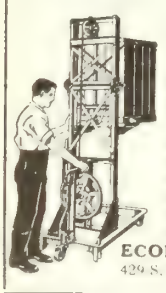
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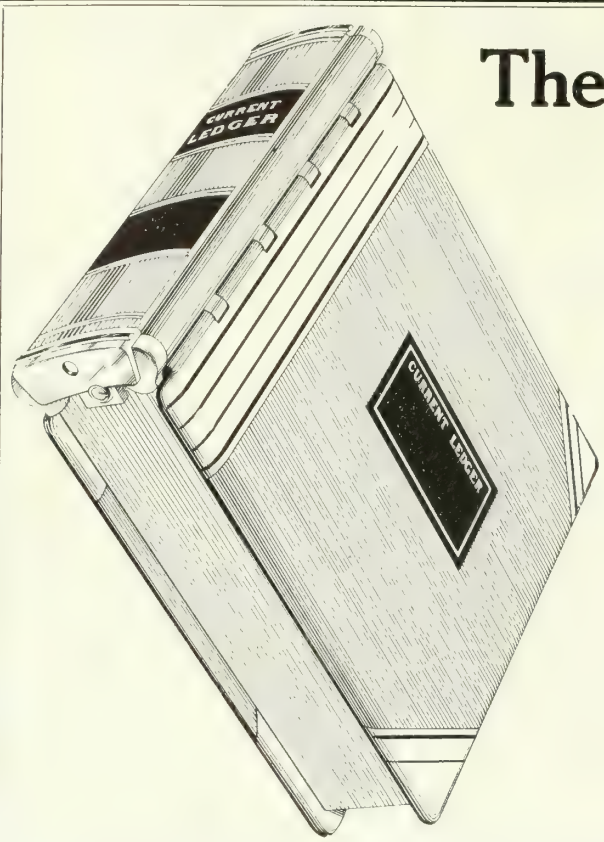
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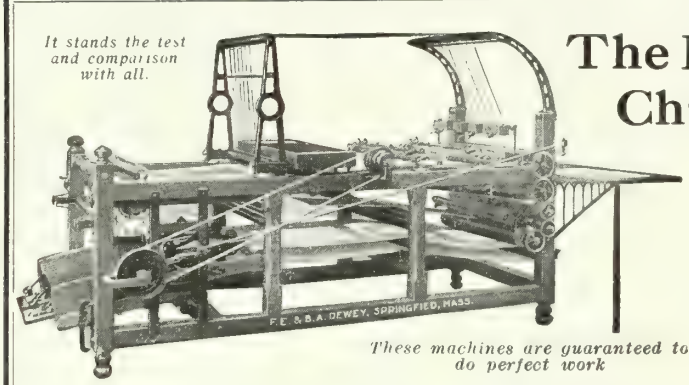
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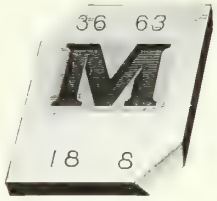
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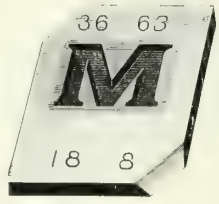
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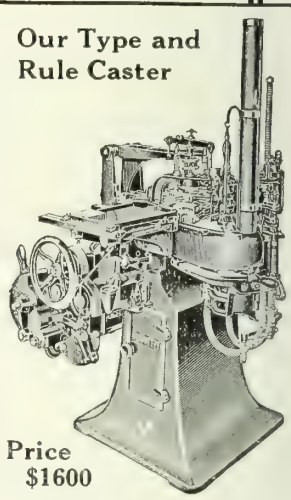
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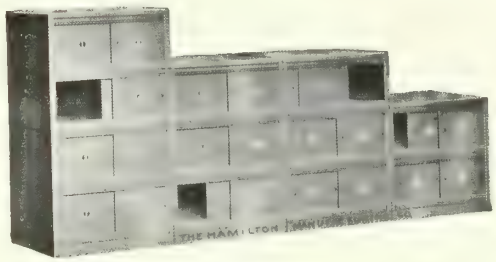


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These Units are very substantial in construction and may be packed solidly with cuts without damage.

Each Unit with cap and base makes a complete piece of furniture and additional sections or units may be added as needed. No screws or fastenings of any kind are necessary. All Units, caps and bases are interchangeable and can be instantly assembled.

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PRINTER AND PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

George Gordon, Publisher of the Ponoka Herald

A Scotsman Who Has Prospered in Alberta—Methods and Ideas Which Have Contributed to His Success — His Vein of Humor

By W. A. CRAICK

THE little town of Ponoka on the Calgary-Edmonton branch of the C.P.R. derives not a little of its importance from the circumstance that it is the home of the redoubtable George Gordon, unofficial jester of the Alberta and Eastern British Columbia Press Association. Were it not that he hailed from this particular town, Ponoka would be quite as insignificant as scores of other small places in the West. As it is, he has conferred a measure of fame on its borders by according it the distinction of his presence. At every meeting of the Alberta Association he religiously brings forward its claims as a convention city, not a little to the amusement of his fellow pressmen who can see small chance of its ever being selected for this purpose.



GEORGE GORDON.
Publisher *The Herald*, Ponoka, Sask., a Scotsman who has made a name for himself among Western newspaper men.

REARED AMID THE HEATHER AND THE HILLS OF SCOTIA

It is scarcely necessary to mention the fact that George Gordon is a Scot. His speech betrays him at once, for it possesses the rich flavor of the heather and the hills. Indeed, he has hardly been long enough away from his native country to have had the burr rubbed off. It is just a trifle over ten years ago that he gave up his job in the office of the *Northern Chronicle* of Inverness and started out to seek his fortune in Western Canada. And being a man of some years and experience at the time, his Scottish training had become so indelibly impressed on his personality that it will take more than one decade of mixing with the heterogeneous population of Alberta to obliterate the last trace of his nationality.

The proprietor of the Ponoka *Herald* was born and brought up in Aberdeenshire. He learned his trade in the *Northern Chronicle* office in Inverness, where he served a thorough, seven-year apprenticeship, commencing at the age of thirteen. Starting with feeding job presses, he was presently initiated into newspaper work, then into book work and finally into general job work. By the time he was twenty he knew pretty well all that was to be known about the printing business. Concurrently he took an interest in a literary and debating society and sharpened his wits and improved his intellect by reading and debating with other young men.

MORE COURAGE THAN CASH

It was partly owing to his wife's ill-health and partly to satisfy his own craving for a change that he made up his mind to leave Scotland for Canada, Red Deer was his first stopping-point and there he spent about a week working in the *News* office. He might have remained indefinitely in the town had not he heard that the *Herald* in the neighboring town of Ponoka was on the market. He had practically no cash in his pocket but he resolved to acquire the paper and set up as publisher on his own account. Some Ponoka business men, who were anxious to see the local weekly placed on a more satisfactory basis, arranged to support him. A deal was struck with the former owner of the publication and he presently found himself in possession.

The contrast to the big city office in Scotland was marked. Here he was located in a small and poorly equipped office in a crude Western town, with few, if any, of the conveniences to which he had been accustomed. The *Herald* was in poor shape with next to no circulation. Yet Mr. Gordon adapted himself to circumstances and by degrees drew the paper up to a more profitable level. While by no

**This sketch is one of a series dealing with "Who's Who" among Canadian publishers and printers.*

means in the first-prize class, the *Herald* is a fairly good type of weekly newspaper and enjoys a generous amount of advertising patronage. It has now a circulation of a thousand copies per week, and is issued from a neat little building in the central part of the town, owned by the proprietor himself.

GETTING ACQUAINTED WITH HIS PUBLIC

When George Gordon first started to publish the *Herald*, he tried high-tone educative features and endeavored to make the contents serious and dignified according to the best standards of British journalism. But he soon found that that sort of thing did not go down with the people of the Ponoka district, who represented many nationalities and habits of life. He accordingly reversed his policy and to-day is willing to publish accounts of the most trivial happenings, believing that they will be read with much more interest, than heavier features.

This desire to make his paper newsy is Mr. Gordon's first principle of newspaper management. He believes that for a man to be a success as a publisher in a small town, he must make himself friendly and sociable. Therefore he loses no opportunity to get acquainted with the people of the district. He never misses a social gathering anywhere within reach; "jollies" everyone he meets, who likes being jollied; takes frequent drives through the country and visits the farmers in their homes and, generally speaking, lives on the friendliest terms with his neighbors.

CIVIC AND OTHER HONORS

As a result of this policy, Mr. Gordon is much sought after and his paper is in favor. He had not been long in Ponoka when he was called on to act as secretary of the Board of Trade. He complied with the invitation and performed the duties of the office for six years. Then he went into the Town Council and three years ago was elected Mayor. Last election he was tendered the conservative nomination for the riding of Ponoka in the provincial elections and, though he was not elected, he made a good fight against double opposition. He is asked time and again to preside at concerts and entertainments and to speak at dinners, and makes it a point never to refuse such invitations.

GORDON'S SENSE OF HUMOR

A little story of an incident that happened shortly after he came to Ponoka will illustrate alike his reputation as a wit and his way of making friends with the people. He had driven out into the country with one of the local doctors who had to call on a patient living some miles from town. Arrived at the farm he was invited into the house to chat with the farmer, while the doctor was occupied with his case. He spent a pleasant half-hour with his host and then prepared to take his departure. Just as he was leaving, the farmer touched him on the shoulder and said, "Mr. Gordon, won't you have a word of prayer before you go?" The Ponoka editor looked startled but managed to make some excuse. This roused the other's suspicions.

"Aren't you, Mr. Gordon, the Methodist parson?" he asked.

"No," replied Gordon.

"Well, then, who are you?"

"Why, I'm Mr. Gordon, the printer's devil," was the answer, and the farmer saw the point of the joke at once.

Among his confrères of the Press Association, Brer Gordon is equally at home. He has been attending the conventions of the Alberta organizations for several years and has been its first vice-president. Many are the stories that could be told of his sayings and doings at the meetings of the association or on the subsequent excursions. Perhaps his most amusing break was made at the Edmonton meeting some years ago. Premier Rutherford was delivering a speech and was going along in somewhat halting vein, uttering a string of platitudes, when Gordon broke the decorum of the gathering by shouting out, "Right you are." It was the way it was said that raised the laughter of the crowd and ever since then, the expression, "or, as Gordon would say, 'Right you are,'" has been a common one among members of the Alberta Association.

Mr. Gordon's favorite pastime is duck shooting. At Battle Lake, a small sheet of water lying some miles to the east of the town, he and some friends have a shooting-lodge, which they visit in the season. At other times he indulges in trap-shooting nearer home. He owns a couple of acres of land on the outskirts of Ponoka and takes considerable pleasure in cultivating it in summer. He likes to travel and occasionally breaks the monotony by taking a trip to Calgary or Edmonton. Altogether he is a strong supporter of Western life and would not exchange the freedom of Ponoka for many of the advantages of a British city.

Newspaper Front Pages

THE front page of a newspaper is something deserving critical study and attention by publishers of both dailies and weeklies; and receives both by many a publisher aiming to produce a paper up to the best standards.

At the same time many a publisher is open to be shown how to improve his front page on the side of its "dress."

PRINTER AND PUBLISHER invites publishers to submit examples of the front page of their newspapers, together with an analysis of it this for the help and instruction of others; this not in a competitive way, but purely for the good of the cause.

We all want Canada to be striding forward always in the direction of ideals and improvement; and if one brother can help another, let him do it.

But quite apart from Good Samaritan intentions, send us any front page of your newspaper, with your own analysis of it, to show that you are in accord with PRINTER AND PUBLISHER'S purpose to serve helpfully, in constructive ways, its publisher readers.

Send the front page of your choice, and your letter by an early mail, so that there may be time to reproduce by photographic etchings a number of submitted examples.

This invitation is extended to the publishers of country weeklies, small city dailies and big city dailies.

Brantford Courier's New Advertising Manager

J. A. POWELL has assumed the duties of advertising manager of the Brantford *Courier*, and has complete charge of this department.

Mr. Powell has had a comprehensive newspaper experience covering twenty-three years, and is thoroughly conversant with the mechanical as well as the business end.

How Printers Estimate on Very Simple Jobs

A Little Competition and Its Disclosures — Some Serious Omissions and Some Excessive Charges — Need for Education in Regard to Estimating

IT WILL be recalled by readers of PRINTER AND PUBLISHER that in the October issue an estimating competition was announced.

Participants were asked to estimate on the following:

PARTICULARS OF COMPETITION

Booklet: 64 pages and cover. One color for each. Quantity, 2,000. Size of page 6 in. x 4½ in., or thereabouts. Type page, 2½ in. x 4½ in.

Words in manuscript, 15,000. To be set 8 or 10 point, as may be thought best. No illustrations or ornamentations, other than a stock tail piece. Title page and table of contents. Chapters with captions and initials.

Cover: Composition for first page only. Three words in title, with name of author. Rule border.

Stock: Body, white or cream, to cost wholesale from 6 to 8 cents, weight, say 70 lbs. Cover to be selected, to cost, say $8 to $10 a ream.

Booklet to be wire stitched.

Quote separately for extra 1,000's to be run at same time as original job.

In response to this request for estimates, a number came in, but not very many. There was no particular disappointment in this circumstance, for expectation was not very great—this born of former experiences. If there is one thing more than another that the average man dislikes it is to be disturbed, to have his pace quickened, to be required to do more than his bit, which bit he fixes to suit himself.

However, signs are not wanting, by any means, that responsiveness to stimulation is growing among Canadian printers—and publishers—and in this happy knowledge PRINTER AND PUBLISHER rejoices.

Here are some of the estimates sent in:

FROM MEDICINE HAT, ALBERTA

		2,000 Copies	Extra 1,000's
STOCK			
Inside: 70 lbs. at 7c	$ 39.20		
Add 20%	7.85		$ 26.25
Cover: $9.00 per ream and profit	5.40	52.45	
COMPOSITION			
Inside: 64 pages at $1.25 Per 1,000 ems	46.08		
Cover	.75	46.83	
IMPOSITION			
Inside: 2 32's at 1¼ hrs. each			
Cover: 1 form 5 minutes at $1.25 per hour		3.25	
MAKE UP			
1½ hrs at $1.25		6.65	
PRESS			
2 32's at $3.53 per M.. and $2.50 for 2nd M	12.00		
Cover: $1.50 for 1st M and $1.00 for 2nd M..	2.50	14.50	7.00
INK			
Inside: 1 lb. per M at 50c	4.00		
Cover	1.00	5.00	2.50
MISCELLANEOUS			
Folding. Signature.			
Inside: 2 32's at 75c per M	12.00		
Cover: 2M at 75c per M	1.50		6.75
Gathering and inserting 8,000 signatures at 75c	6.00		3.00
Stitching 2 stitches at 1.25 per M	3.00		1.70
Trimming 2M at $1.50	3.00		1.50
Wrapping and delivering	.50	26.00	.25
		$154.68	$ 48.75
Add 33 1/3% profit		51.56	16.25
		$206.24	$ 65.00

Quote: 2,000 ..... $207.00
Additional M's $ 65.00

FROM CHAUVIN, ALBERTA

		2,000 Copies	Extra 1,000's
STOCK			
Inside: 70 lbs. at 8c	$ 28.00		
Add 25%	7.00	$ 35.00	$ 17.50
Cover: At $9.00 ream	10.00		
Add 33 1/3%	3.30	46.30	6.65
COMPOSITION			
INSIDE: 37½ M ems 10 pt	41.25		
Cover: Title and contents	3.00	44.25	
IMPOSITION AND LOCK UP			7.00
PRESS WORK			
Inside		10.00	2.80
Cover		2.00	1.10
MISCELLANEOUS			
Folding (by hand)		7.00	3.50
Inserting		1.50	.75
Stitching		2.20	1.10
Trimming		2.50	1.25
Packing		.50	.30
Add office and management		9.75	4.85
		$135.00	$ 39.00

FROM CARLETON PLACE

		2,000 Copies	Extra 1,000's
STOCK			
Inside: 60 lb. at 6c	$14.40		
Handling 10%	1.44		
Profit 25%	3.60	$19.44	
Cover: 60 lb. at $8.50	4.25		
Profit 25%	1.06		
Handling 10%	.42	5.73	
Cutting. Cover, ¼ hr at 80c		.20	
		$ 25.37	$ 12.69
COMPOSITION			
Hand Composition, ½ hr.	.50		
Machine: 44,450 ems Spt. at $3.00 per M	44.46	44.96	
MAKE-UP			
In pages, page heads and chapters, 61 pp. at ¼ hr each		16.00	
LOCK UP			
Two 32-pp. forms 1½ hrs. each	3.00		
Cover: ¼ hr.	25	3.25	
MADE READY			
Two 32 p. forms 1 hr. each	3.00		
Cover: ¼ hr.	25	3.25	
PRESS			
4 M runs cylinder	6.00		
2M runs job press	2.00	8.00	4.00
MISCELLANEOUS			
Gathering 5¼ hrs at 30c		1.58	.75
Folding			
Inside (machine)	1.80		
Cover (hand)	1.20	3.00	1.50
Trimming: 1½ hrs. at 80c		1.20	.60
		$109.21	$ 20.79

Quote 2M $109.25
Additional M's 20.75

FROM WINNIPEG

		2,000 Copies	Extra 1,000's
STOCK			
Inside: 70 lbs. at $5.59 ream	$ 22.91		
Cover: 65 lb. at $7.80 ream	4.13		
10% breakage on cover	.41		
Add 33 1-3%	9.15	$ 36.60	
COMPOSITION			
Inside: 60 pages 8 pt. at $1.00 per M.	54.66		
Title page 1½ hrs. at $1.50	2.25		
Contents 1 page, 1½ hrs. at $1.50	2.25		
Cover: 1 page, 1 hr. at $1.50	1.50	60.66	
LOCK-UP			
Inside: 2 forms per form	5.90	11.80	
Cover: 1 form per form 25c	.25	12.05	
MAKE READY			
2 forms at $6.95	13.90		
1 form at 70c	.70	14.60	
INK			
2¼ lbs. at $1.00	2.25		
Add profit	.45	2.70	
PRESS			
2 forms, 2M at $2.05 per M	8.20		
1 form, 2M at $1.10 per M	2.20	10.40	
BINDING			
Cut cover	.35		
Machine fold,2-32	7.25		
Handfold cover	1.70		
Insert 3 signatures	3.00		
Wire saddle, 2 wires	2.50		
Trim	2.80	17.60	
		$115.17	$ 33.50

FROM SUDBURY, ONT.

		2,000 Copies	Extra 1,000's
STOCK			
Inside: 70 lbs. at 8c	$ 44.80		
Extra for wastage	.50		
Cover: ½ ream at $10.00	5.00		
Extra for wastage	.15	50.45	
COMPOSITION			
64 pp. 10 pt. at $1.50 per M		60.00	
MAKE-UP			
64 pp., at $1.10		8.80	
LOCK-UP			
4 forms, 8 hrs. at $1.10	8.80		
MAKE READY			
Inside: 4 forms, 2½ hrs. each at $1.25	12.50		
Cover: ½ hr. at 75c	.38	2.88	
PROFIT—Add 25% on items of composition, make-up, lock up and make ready		22.62	
INK			
Inside: 3½ lbs. at 40c	1.30		
Cover: ¼ lbs. at $1.00	.25	1.55	
MISCELLANEOUS			
Cutting, 2,000, 3 sides	3.00		
Folding, 4,000 sheets at 50c	2.00		
2,000 sheets at 25c	.50		
Gathering, collecting 2M sheets	1.00		
Stitching, 2M copies, 2 stitches.	1.00		
Wrapping and delivery	1.00	8.50	
Add 25% on production cost of $74.15		18.53	
		$205.78	

Additional M's, $46.50.

FROM TORONTO

		2,000 Copies	Extra 1,000's
STOCK			
Inside: 70 lb. at 8c	$ 23.52		
Cover at $8.00	4.40		
Add 25%	6.98	34.90	17.45
COMPOSITION			
Inside: 62 pp. at 85c	52.70		
1 title, 1 contents at at $1.25	2.50		
Cover: 1 page	1.25	56.45	
MAKE-UP			
62 pages at 35c		21.70	
LOCK-UP			
2 forms 32 pp. at $4.50	9.00		
1 form at 25c	.25	9.25	
MAKE-READY			
Inside: 2 forms at $4.00	8.00		
Cover: 1 form at 75c	.75	8.75	
PRESS			
Inside: 2 forms at 3.00 per M	6.00		
Cover: 1 form at 90c per M	1.80	7.80	3.90
INK			
2½ lbs. stock at 45	1.13		
Add 20%	.22	1.35	.65
Binding: 2-32's and cover at $5.00 per M	10.00		
MISCELLANEOUS			
Cutting stock	.50		
Parcelling and Delivering	.50	1.00	5.50
		$151.20	$ 27.50

Quote—2M $150.00
Additional M's 27.50
Author's corrections 1.00 per hour

FROM MONTREAL

		2,000 Copies	Extra 1,000's
STOCK			
Inside: 70 lbs. at 8c	$ 23.80		
Cover: 65 lbs. at $10 per ream.	5.50		
Handling, 10%	2.93		
Profit, 25%	8.06	$ 40.29	$ 19.89
COMPOSITION			
Inside: 62 pages 8 pt. at $1.00 per hour	55.80		
Index at $1.50	1.35		
Title (hand) at $1.35	.68		
Cover: 2hrs. at $1.35	2.70	60.53	
MAKE-UP			
Inside: 64 pp. 8 hrs. at $1.35.		10.80	
MAKE-UP FOR PRESS			
Inside: 2-32's, 3½ hrs. at $1.35	9.43		
Cover: 1-4, ½ hr. at $1.35	.68		
MAKE READY			
Inside: 2 forms, 3 hrs. at $1.75	10.50		
Cover: 1 form, ¾ hr. at 90c	.68	11.18	
PRESS			
Inside: 4M impression at $1.75	7.00		
Cover: 2M impressions at 90c.	1.80	8.80	4.40
INK		3.00	1.25
MISCELLANEOUS			
Gathering, 7 hrs. at 50c	3.50		
Stitching 4 hrs. at 50c	2.00		
Cut at hand, 4 hrs. at 50c	2.00		
Folding:			
Inside: Hand, 16 hrs. at 50c.	8.00		
Cover: Hand, 2 hrs. at 50c.	1.00		
Paste cover, 8 hrs. at $1.00	8.00		
Cutting, 4 hrs. at $1.25	5.00		
Wire and glue	.30	29.80	13.38
Shipping, case		2.50	1.25
Cartage	1.00		
		$177.03	$ 40.17

From the foregoing it will be instantly seen that the Millennium in estimating has not come and is yet afar off.

HAVE A SCIENTIFIC ESTIMATING FORM

PRINTER AND PUBLISHER suggests that printers everywhere, not now members of a Printers' Board of Trade, should write to the secretaries of those at Montreal, Toronto, Winnipeg or Vancouver for copies of the forms used by members of these bodies. These forms wonderfully facilitate accurate and complete estimating, and will prevent many mistakes and many oversights, and will have many an hour and many an anxiety.

COMPARATIVE QUOTATIONS

Looking at the estimates as above itemized, and recapitulating the totals, the following interesting record is the result:

	Weyburn Hat	Chauvin	Winnipeg	Sudbury	Toronto	Carleton Place	Montreal
Stock	52.45	48.50	56.00	50.45	34.90	25.37	40.29
Composition	46.83	44.25	60.06	60.00	56.45	44.96	60.53
Make-up	3.25	....	....	8.80	21.70	16.00	10.80
Lock-up	6.65	7.00	12.65	8.80	9.25	3.25	10.13
Make-ready	....	....	14.00	12.88	8.75	3.25	11.18
Press	14.50	12.00	10.40	....	7.80	8.00	8.80
Ink	5.00	....	2.70	1.55	1.35	....	3.00
Binding, etc.	25.50	13.20	17.60	....	10.50	5.78	29.86
Parcelling and Delivery	.50	.50	1.50	1.00	.50	....	2.50
Profit, etc.	51.56	9.75	....	41.15	....	....	....
Total cost	206.24	135.00	155.11	205.78	151.20	109.21	177.03
Quote 2,000	207.00	135.00	155.00	205.78	150.00	109.25	177.03
Extra M's	65.00	39.00	33.50	16.50	27.50	20.75	40.17

It will be seen that the terms used in estimating are not standardized, or at any rate some use different terms from those used by others to express the same thing.

CARELESS SOMEWHERE

It will also be seen that there must be carelessness, even inaccuracies in calculations. Take the item of stock: the extensions under this head run from $25.37 to $52,45. Now it is plain that here there is something seriously wrong, for very little liberty was given the printer in the matter of the price of stock and weight of paper to be used.

Ink is not charged for by some, and those who do charge get from $1.35 to $5 for this item.

Binding charges run from $5.78 to $29.80. Something is out of joint here.

Then several add a profit later—at the end. This way of doing it makes comparisons difficult and even unfair in regard to certain items. Adding profit at the end is not according to the best practice. It argues the lack of a modern and approved cost system when profit is added this way.

CAREFUL CALCULATIONS SAVE THE CUSTOMER MANY DOLLARS

Another very interesting phase of the competition is that in Toronto and Winnipeg, where there are Printers' Boards of Trade and where scientific estimating is done, the prices quoted are very little apart:

	2,000's	Extra 1,000's
Winnipeg	$155.00	$33.50
Toronto	150.00	27.50

This goes to show that a thoroughly perfected cost system does not necessarily mean the highest quotation.

In the case of the quotation from Montreal, it was made on a form that is far behind that used by the Montreal Printers' Board of Trade. PRINTER AND PUBLISHER suggests to the Montreal competitor that the Board of Trade form beats his all hollow for clarity and arrangement.

The lowest quotation came from a town in Eastern Ontario. In a much smaller place—a prairie village in Alberta—the quotation was also low. From the other Albertan centre the highest quotation submitted came. It was more than $50 higher than the Winnipeg quotation.

THE DELINQUENT PROVINCES

PRINTER AND PUBLISHER proposes to submit another competition of like character at an early date. In the meantime, it trusts that this first competition will stir up many printers all over Canada to try their prentice or practised hands on a matter of the utmost importance. Nova Scotia, New Brunswick, Saskatchewan and British Columbia printers, you stayed out of this competition. Next time, be represented.

A belated estimate received from a Moncton reader is as follows:

FROM MONCTON

STOCK		2,000
Inside	$ 14.40	
Cover	4.50	$ 18.90
COMPOSITION		37.50
INK		.50
PRESS		
Inside: 17 hrs. at 60c	10.20	
Cover: 2 hrs. at 60c	1.20	11.20
BINDING		
Cutting and trimming, 4 hrs. at 60c	2.40	
Folding and stitching, 12 hrs. at 25c	3.00	5.40
		$ 73.70
Add 35% profit		25.79
		$ 99.49
Additional 1,000		24.43

It will be seen that this is the lowest estimate of all and also that it is quite too low.

It is examples such as this that show as nothing else can that many a printer is not receiving enough for his work; and this because he does neither charge enough nor is careful to include every item for which a charge should be made. Under-estimating is not always to be called price-cutting, very often it is due to ignorance of how to estimate.

THE AWARD

The prize of $5.00 offered in connection with this competition goes to the entrant from Toronto, Miss G. Milne, estimator in the service of Hunter-Rose Co., Toronto. To Miss Milne, PRINTER AND PUBLISHER extends hearty congratulations.

The runner-up was the competitor from Winnipeg. One serious defect—or at any rate it seemed so to the Judge of the Competition—in the Winnipeg estimate was the omission of any charge for make-up. Apart from this the Toronto and Winnipeg estimates gave evidence of being very carefully prepared—were scientific estimates, submitted on forms that have been prepared by the local Graphic Arts Board of Trade.

The award was to be made to the estimator who submitted the estimate fairest to both printer and customer. Miss Milne's seems to be clearly this estimate.

Newspapermen with the Colors

THE current issue of the *Institute Journal of London* (the official organ of the Institute of Journalists) publishes a roll of honor which shows that 1,121 members of the literary staffs of British and overseas newspapers and news agencies, are, or have been, serving with the colors in the war.

Editorial Changes on the Toronto Globe

A RECENT issue of the Toronto *Globe* contained the following highly interesting announcement from the pen of its managing editor, Dr. J. A. Macdonald:

"It may be of interest to readers of the *Globe* to get a brief statement touching a change of official responsibility in the editorial office.

"For the past thirteen years I have held the position of managing editor of this paper, with its oversight, not only of the editorial department, but also of the entire routine work of the editorial and reportorial staff. Much of the necessary daily executive work which it involved was to me onerous,



DR. J. A. MACDONALD,
who is withdrawing from the position of Managing Editor of the Toronto *Globe*, in order to be free to do more literary work and public speaking.

and for several years my personal desire was that I might be relieved of it. My purpose was to be free for editorial writing and for literary work in other departments, and also for such public services as might befit my aptitudes and responsibilities.

"At my request the Board of Directors have granted me the relief desired, and with the utmost cordiality have made the conditions of my editorial service in all respects to my liking. Beginning with to-day, all the executive work, for which in past years I was responsible, will be, by the board's appointment, in the hands of Mr. Stewart Lyon, who has been associated with me in editorial management, and to him all communications for editorial consideration should be addressed.

"For the days to come, therefore, my journalistic work will be wholly along editorial lines, and will be given unreservedly to the paper which commands my warmest sympathies and represents my largest interests.

"During the past thirteen years the *Globe* has more than doubled in circulation and has not diminished either in prestige or in power. For myself, as editorial contributor, the best is yet to be, and for the *Globe*, under the editorial management of my most trusted associate, to-morrow will be as to-day, only much more abundant.

"J. A. MACDONALD."

To PRINTER AND PUBLISHER Dr. Macdonald said, "Two things I like, and I believe I can do—write and speak," and that he can do both supremely well, is common knowledge.

STEWART LYON

Interviewed by PRINTER AND PUBLISHER, Mr. Lyon was loath to be communicative about himself, believing that an editor can render the better service by hiding as much as possible his own identity and by making his newspaper his revealer and medium of opinion and influence. Yet this does not forbid PRINTER AND PUBLISHER communicating to its readers the following personal facts about Stewart Lyon:

He was born in Ayrshire, Scotland, and grew to manhood in his native land. In early life he was confronted with the choice of being a harness maker or a banker, and chose the former.

When he came to Canada in 1886, he met Henry George frequently and intimately, and was a strong advocate on platform and through the press of Henry George doctrines.

Identifying himself with the labor class in Toronto, he became associated with a labor paper published by Alex. Wright. This was his entrance into professional journalism. Later he became police reporter on the Toronto *Globe*, which experience he counts as one of the very largest value to him in all his career since, as broadening his sympathies, and giving him a needed knowledge of men. Later he was sent by the *Globe* to Ottawa to be its parliamentary representative. This was at the commencement of the Laurier Regime in 1896. It was inevitable that he should be brought into intimate contact with Sir Wilfrid, and this association developed into a real and lasting friendship.

Later he became city editor of the *Globe*, then news editor: then associate general editor under Dr. Macdonald.

CYNICISM IN EDITORS

To PRINTER AND PUBLISHER, Dr. Macdonald said that the editor without passion or purpose speedily becomes a cynic, and so becomes devoid of power. In his own case, and in the case of Stewart Lyon, cynicism is totally absent, since each man is strong-minded, strong-willed, and consumed with zeal for causes and views dear to his heart.

Booze Advertising

IT is noteworthy that there is a growing tendency amongst the better class of newspapers in Canada and the United States to refuse liquor advertising. This is not altogether due to temperance sentiment, but largely because the publishers find that the best class of advertiser does not care to have his trade announcements appear side by side with those of the brewer and the distiller. Of course, in this attitude the advertiser leaves himself open to the charge of possessing "that unpleasant kind of temperament which believes in making everyone else miserable if only it secures its own particular heaven." But we think the better results secured from "clean" newspapers will enable the advertiser to bear up under this allegation.

Business men are more and more dissociating themselves from the drink traffic, even if their association with it means only advertising it. They are beginning to realize that their business and that of the barkeeper are mutually antagonistic. And newspapers that help the liquor dealer to sell his wares are defeating the purpose the clothier, the hatter, the bootmaker, and even the baker, has in view when he spends his money on advertiesments.—Vancouver *World*.

Jones Builds Up the Circulation of His Paper

An Energetic Publisher of a Country Weekly Adds 200 New Subscribers a Year—The Methods Employed—Making Circulation-Building Methods Swell Advertising Revenue

By JOHN C. KIRKWOOD

THE town itself had a population of 2,500. In the townships tributary to the town was a population of 15,000. That is, there were nearly three thousand hundred-acre farms on each of which lived an average of five persons.

All told, in the territory served by the Brucefield *Messenger*, there were about 3,500 families. Jones held the conviction that he ought to have 3,500 circulation.

His was one of two newspapers published in Brucefield, but the two Brucefield weeklies were by no means the only newspapers serving the community. At least four other weeklies published in near-by towns, to say nothing of papers like the Toronto *Globe*, Toronto *Star*, Montreal *Star*, Toronto *Mail and Empire*, and London *Free Press*, all of which were subscribed to to a greater or less extent by the families resident in the four hundred square miles of which Brucefield was the geographical centre.

PRINTER AND PUBLISHER asks: Is there any method in the accompanying article which any publisher of a country weekly cannot employ in connection with his own newspaper? If objections are made the objector will probably have to say in the end that the plans outlined are not impossible for him.

Circulation-building is of paramount importance, for on it depends income and advertising rates. The secret of success in business is increasing consumption—multiplying consumers of one's product. This is much sounder than endeavoring to obtain a higher price for one's product.

PUTTING ON AN ADDITIONAL 1,000 CIRCULATION

Jones purchased the Brucefield *Messenger* from the estate of the former owner. Prior to his ownership of the paper he was a complete stranger to the community. When he bought the paper, it had a circulation of 1,500. To-day, after five years of Jones ownership, the *Messenger* has a circulation of 2,500. Jones is after another increase of 1,000. Whether or not he gets the 1,000 remains to be seen. What he did to get from 1,500 to 2,500 is something that can be profitably enquired into.

CHARTING THE COMMUNITY

The first forward step was the compilation of a list of the 3,500 actual and possible subscribers—an accurate list. A card index was used to record names. A yellow card was used to indicate subscribers; a blue card to indicate non-subscribers. The cards were arranged alphabetically. The cards had tabs on them in five positions. The first position meant local Brucefield subscribers, the second indicated the territory lying to the north-east; third position tab meant the territory lying north-west; fourth position, the territory lying south-west; and fifth position, the territory lying to the south-east. Thus it was an easy matter to calculate the actual and possible subscribers in any given district, and the colored cards showed subscribers and non-subscribers. At the beginning the blue cards exceeded the yellow cards. To-day the yellow exceed the blue. Every blue card is a perpetual eye-sore to Jones. It is his business to weed them out, replacing them with yellow cards.

These cards measure 6x4 inches, and are contained in a good oak cabinet. The cards are locked in by a rod. On each card are set forth essential particulars such as name and address, occupation, politics, church affiliation, date of beginning of subscription. But Jones does not aim to make these cards a substitute for a ledger record. As a matter of fact, he avoids as much as possible having to make any entries on the cards after they are filed. He knows out of experience that it requires much time and an exceeding faithfulness to make numerous and frequent entries on a card system—and time and faithfulness are hard to find; so Jones simplifies his card system as much as he can.

A SERIES OF GOOD HOME-MADE MAPS

In addition to these cards Jones has five maps — good-sized ones, home-made. That is, they are hand-drawn. These are drawn in the case of rural districts, to the scale of two inches=one mile. Each farm is indicated on these maps, and each farm is numbered, to correspond with its location as set forth in township voters' lists. In the case of the map for Brucefield town, this is drawn on a much larger scale, namely, two feet or twenty-four inches = one mile. It took time, patience, labor, and some money to have these maps prepared, but Jones figured it out that these maps would earn for him as much as an expensive machine would—this in the course of years; and would be of perennial usefulness. In fact they have proven themselves to be of inestimable value; and since they have been instrumental to an incalculable extent in enabling him to increase his circulation to its present figure, and will be used for years to come, they have a cash value in his annual inventory of assets of several hundred dollars. Yet they cost him in actual money less than $100 to have them prepared.

Look at the figures:

In 1910, when Jones bought the *Messenger*, he had 1,500 circulation @ $1.00; or a circulation revenue of	$1,500
In 1915, with 2,500 circulation @ $1.50, the *annual* circulation revenue is	3,750
Representing an *increased* annual revenue of	$2,250

Thus you can see how valuable these maps are to Jones.

Maps in themselves have no great value; their value lies in their faithful use. To Jones his maps were a source of necessary information and a constant incentive to endeavor.

The preparation of these maps was accomplished with the help of school teachers and their pupils. Jones offered small prizes for maps. He made it appear that his idea was to encourage a greater interest on the part of school children in map-drawing to develop their skill in map-drawing; and to cultivate their faculty of observation. For example, he had the children indicate on the maps they drew bush-land, creeks or ponds, hills. He had them indicate farms and the location of dwellings and barns; the location of windmills, the location of churches or other buildings of a public or semi-public character.

These school-drawn maps were of areas covered by the

school section. When the various maps came in, and when all maps were received, Jones turned them over to a good map draughtsman in Toronto, and had him combine these sectional maps into larger combination maps.

In the same way he had the children of Brucefield town prepare neighborhood maps, and had them provide him with certain desired particulars.

So the map-making problem was solved.

Jones knows this: that his customers are men and women with names and addresses. He knows that each one is good actually or prospectively for $1.50 a year. He knows that he *must* know exactly who are the persons who live in his community

He knows that if he does not know *by name* those whom he has or desires to have as subscribers, he is utterly unable to build up circulation systematically and intelligently.

Knowing thoroughly his community in all its length and breadth, and the names and locations of those who dwell in it, it becomes a comparatively easy matter to become personally acquainted with every head of a family and every prospective subscriber in his community.

JONES HAS A MOTOR CAR

Jones has driven over all the territory served by his newspaper. When he goes out, he takes his route lists with him, and when he is passing a farm, he knows, or gets to know, who live thereon. To-day Jones has a motor car, and this enables him to speed over his territory with greater ease, and in much less time than was required at the beginning. This car of his is not an indulgence, but is treated as a part of the essential equipment. Jones figured out that if he could and should buy a typesetter at a cost of $2,000 and more, he could and should have a motor car as a machine necessary to produce his paper.

Jones calls on as many of his subscribers and prospective subscribers as he can conveniently. He does this informally—ostensibly to procure information. He professes to want to know, for example, how Smith's new gasoline engine is giving satisfaction, and what uses are made of it, for he means to publish an article shortly on "Gasoline on the Farm." Jones has a camera and with this he snaps buildings, choice cattle and horses, residences, landscapes, etc. From these pictures he makes up an illustrated four-page section for publication at Christmas. This annual illustrated section is looked forward to expectantly each year. In it are portraits of persons—men, women and children.

CHILDREN AND YOUNG PEOPLE COUNT WITH JONES

Jones keeps memos of these calls of his—gets to know how many children, if any, there are in a home, and their names and ages. He is particularly regardful of those young people who are crossing the threshold from youth and maidenhood into young manhood and womanhood, for these, soon or late, will have their own homes and so will become prospective subscribers.

Jones makes it a point to know well the preachers and school teachers in his territory. These are persons of extended influence, and personalities of importance. Once a month he publishes a sermon preached by one of the ministers resident in the territory served by the *Messenger* in this way he creates talk among the people, and assures the good-will and good word of preachers. In the case of the schools, he publishes the names of those on the registers, and examination results. He makes it a point to know where the teachers spend their vacations. When a new teacher arrives in the community, the fact, with personal particulars, is chronicled, and frequently a half tone portrait of the new teacher is published.

Jones publishes very frequently a suitable picture, and offers a book reward to the boy or girl who writes the best story of not more than 150 words based on the picture. In this way he assures the attention and interest of children and their teachers.

DEVELOPING AN INTEREST IN ADVERTISING

He makes the people of his community pay attention to advertising by various means and methods. For example, he published the following:

> What brand of salt is made by the vacuum process? What is this vacuum process? What are the advantages of the vacuum process?
>
> What common cleanser is recommended for the cleaning of closets, sinks, drains? What others uses has this cleanser?
>
> What are features of excellence or distinction in certain advertised brands of underwear? Which brand do you prefer, as representing the ideal in knitted garments?

Jones had an ultimate object in proposing these questions: the information thus gleaned he was able to turn to good account in the solicitation of advertising. These answers revealed two things: (1) to what extent the advertising of the commodities referred to was known or readily discoverable? and (2) to what extent the advertising was definite enough to permit of only one answer.

Another plan Jones used was this: he asked his readers to boil down advertisements to not more than 50 words. He allowed his readers to select any advertisements, from any medium whatsoever, for the purposes of condensation. But competitors were required to attach the clipped advertisement to their submitted 50-word condensation.

Also Jones required that each entry should have affixed to it a coupon from any issue of the *Messenger*—This as evidence that the competitor was a reader of the *Messenger*.

With this material Jones was able to interest advertisers whose advertisements were thus boiled down, and in many cases was able to secure special advertising.

While these stunts and methods are not seemingly directly related to the procuring of subscribers, yet on second thought they will be perceived to have a circulation-building value: they make the *Messenger* talked about, looked forward to, and well read. This is advertising—highly successful advertising, for advertising means, at bottom, getting the attention of probable buyers—this as a preliminary to getting their businesss.

Jones had a clear vision from the beginning respecting the absolute necessity of making *The Messenger* talked about, and looked forward to each week. Therefore he sought to make it different from and better than the other Brucefield paper, and the other papers circulating among the 3,500 families living in the territory he regarded as peculiarly and essentially his.

200 NEW SUBSCRIBERS PER ANNUM

Steadily the circulation of *The Messenger* grew—increasing at an average rate of 200 subscribers per annum.

On top of these forms of advertising, Jones used other methods; he employed a salaried solicitor—not regularly, but at certain times in the year. Whether voting contests are good or otherwise, Jones did not use them.

He was not eager to make large sudden additions to his list of subscribers, preferring to add a certain minimum each year. At the same time he did not disdain the use of special ideas and plans calculated to attract subscribers, and in a forthcoming issue of PRINTER AND PUBLISHER some of these special circulation-getting plans will be described.

(To be continued.)

Memories of Fifty Years in Canadian Publishing

An Old-Time Printer Tells of By-gone Days of Happy Memory—Some of His Comrades of Half-a-Century Ago — Old-Time Typography

By HARRY C. STOVEL

SAY, Mr. Editor, when you asked me to give you something for your columns, I had no idea what to give, but the receipt of the Mount Forest *Confederate* acted as a "text," for in it I saw some type faces that took me back to the long ago, and set me a thinking.

Let me say at the outset that I established the *Confederate* when a kid. The name *Confederate* was given the paper by an uncle of mine, still a resident of Toronto. Father, he and I, were at sea as to what to call the paper which was about to be launched. The Confederation Act had passed the Commons, but did not come into effect until July, while the paper saw the light of day in April or March, I am not sure which. Uncle suggested *Confederate*, but father did not just like it as it was "too American." However such it was named, and has so remained, for nearly half a century. And, by the way, it is a name that has not been duplicated. It is distinctive, if nothing else.

On looking over the *Confederate*, I was led to remember a little. It has not only given me pleasure to go over the ground, but it took up my attention when I was tied up in the hospital at Banff. It is all in a sort of ramble form; without rhyme or reason, it may be. It may be out of exact detail, but the main facts are there. It is up to others to correct, so that definite facts be obtained.

We have a large and varied assortment of Good Type.

Our Workmanship is careful and artistic.

The author of the accompanying reminiscences is one of the famous Stovel family, now of Winnipeg, publishers of The Nor'-West Farmer, and proprietors of an important printery and engraving business. When Harry Stovel began these memories he was laid up in a hospital in Banff—this was last summer. Later, while convalescing on a farm, he completed them.

PRINTER AND PUBLISHER *has peculiar pleasure in giving these memories to its readers, believing that they will be enjoyed immensely by Mr. Stovel's contemporaries and old associates, and perhaps in a lesser yet no slight degree by those of a later generation.*

Get some of the "old boys" to open up a bit, and give a little of what they know. Historical facts are in this way made known; facts that are of interest. It is not for me to tell all. If someone else tells something, it brings to light hidden facts forgotten by the first relator. Get them all going, and you will have some interesting reading. What I relate may not be exactly to the point, but if I'm called to account memory will be freshened somewhat, and the full facts come to the top.

Neatly Promptly & Cheaply at the Confederate Office

VETERAN PRINTERS

Dave Elder, Tom Sears, and Mr. Stewart, each of type supply fame, and Tom Bland, of the Linotype Company, could tell some stories if they would open out.

Frank Addison could tell something of the inner workings in connection with the superintendency of printing offices.

Then there is Jim Murray; Harry Lovelock, of the King's Printer's office in Ontario, and Jim Hooper, of the same, at Winnipeg.

The older Southams, father of the Syndicate-Southams I think; they who figured in the Tecumseh Baseball Club at London.

R. L. Richardson, D. L. McIntyre, George Saults, and John and A. B. Stovel, of Winnipeg.

M. Y. McLean (I think it is; now a Commons member, or was) of the Seaforth *Expositor*.

Wm. Meek, of the Windsor *Record*.

These, and a number of others not at present thought of, can each tell something that would be of interest to the fraternity.

This by way of introduction. Now for the "I Remember."

"I REMEMBER"

In the first place do you "remember" ever using the ornaments shown by illustration No. 1, or the series of letter shown in the next column. We have not met, so that I do not know how to place you for age, but if you are of the younger generation you know very little of these.

"I remember" using each of them; and Harry Lovelock, he of the King's Printer's Dept., down in old Ontario, should remember using them, too. The ornaments were about the "only thing ever," and were used to good advantage, and sometimes otherwise.

"I remember" also using what we called the "curves and creeks," the adjuncts that came after the plaster of Paris, for producing circles and so on. My! but they were an adjunct to be sure; they did not rust, or even get dusty, in the establishment, and woe betide the devil if in "dissing" he cast one of the pieces aside. They saved many a visit to the tinshop for the wherewith to make a box to hold the type and plaster of Paris.

"I remember" quite well using the series of type shown in illustration No. 2. One special way was to print words a little lower down than the proper line, then a second line a little higher up, and a third time in the centre, say in vermilion or lake (the standard reds in those days), and gold. It was not all hustle in those days, so a fellow could take a little time to produce something.

"I remember" also the second series (Confederate), and how we did make use of it for card work to be sure.

"I remember" these fonts of type well. The first series were fonts in earnest. So large were they that what the Confederate has now are but half fonts; there being plenty in the half for an ordinary office when the "dis" was kept well up.

"I remember" this and other type which I believe is yet in the *Confederate* office. I believe there is a Gothic there, Pica size, which is over half a century in age. It is of Stephenson, Blake & Co. manufacture, and was purchased from Halley, the Toronto type dealer, which goes beyond the Gwatkin & Son type house.

"I remember" the Gwatkins—Gwatkin & Son. The senior gentleman generally met his customers wearing a brownish velvet coat. And the old gentleman: it was a pleasure to do business with him.

(To be continued.)

Enemy Newspapers

IT WOULD seem that our latest enemy, Bulgaria, must be a happy hunting ground for journalists if one may judge from the fact that in Sofia alone there are published no fewer than fourteen daily newspapers. This is a larger number than the dailies of Petrograd, which city has twenty times Sofia's population. One of the Bulgarian dailies is published in French, and another in German. There are also daily journals in Philippopolis and Varna, and, in addition to the dailies, quite a number of Bulgarian journals are published weekly, bi-weekly, and even tri-weekly. Three Bulgarian journals are regularly filed in the British museum.

A. T. Macdonald

A. T. MACDONALD is the new assistant general manager of the Toronto *Daily News*.

Mr. Macdonald is a Canadian by birth, a native of Stratford, but has been engaged in newspaper work principally in Chicago, Denver, New York and Louisville. He was managing editor of the New York *Daily News* during Frank A. Munsey's ownership, and later was managing editor of the Louisville *Herald*. He was among the first men in the United States to write a feature column, and is said to have preceded Bert Leston Taylor (now of the Chicago *Tribune* "Lino-type or Two" feature), on the "Little About Everything" column of the Chicago *Journal*. By a peculiar coincidence Mr. Macdonald has had most of his newspaper training on papers named "*The Daily News*," his first having been the Chicago *Daily News*, then the Denver *News*, then to the New York *Daily News*, and now



A. T. MACDONALD,
Assistant General Manager, Toronto *Daily News*, recently appointed to this position

to the Toronto *Daily News*. He was also once connected with the Chatham (Ont.) *Daily News* with A. C. Woodward.

Agency Items

The National Cash Register account is now in the hands of the Baker Advertising Agency, Toronto.

K. S. Fenwick, formerly with the Norris-Patterson Agency is now with the Gagnier Advertising Service.

Jas. H. Imrie, formerly with The MacLean Publishing Co. in its service department is now with the Norris-Patterson Agency.

H. D. Cantlon, formerly with the Gagnier Advertising Service, is now with McConnell & Fergusson, London, in their London office.

Raymond Atwood, Toronto manager for H. K. McCann Agency, has returned from a holiday in San Francisco, where his brother is manager of the H. K. McCann Agency.

A. J. Denne, manager of the Toronto office of the J. Walter Thompson Co. has gone to England, in quest of new accounts and to confer with the principals of firms which this agency is now serving. He will visit Paris while absent, where the head men of the firm making Paris Paté are to be found.

Higher Advertising Rates in Canada Must Come

Heavy Increase in Publishing Costs—Letters from Canadian Publishers—Need for Concerted Action—A Rare Opportunity for Canadian Publishers

GO INTO any newspaper office in Canada and suggest to the proprietor, business or advertising manager that his rates are too low and should be raised to offset the increased production costs and you'll find a very sympathetic hearing.

But suggest that the rates should be forthwith raised to their right level and you are not very sure that the proposal will meet with approval.

Theoretically or academically the idea of higher rates is interesting and is endorsed, but the instant practical application of the idea is quite another matter.

FEAR THE BARRIER

What is dreaded is that the agencies will kick like steers, and that competing mediums, probably those in the same community will not raise their rates, and so will get the business. These fears are not shadowy: they are very real. At the same time, if there were a universal raise in advertising rates, agencies and advertisers would be compelled to fall into line, and the net result would be, not a shrinkage in the volume of advertising nor a diminished or but little altered publisher's revenue from advertising, but a very delightful and useful increase in the annual expenditures for newspaper space.

Advertising agents are men of the same clay as are publishers: they like money, and are perfectly willing to earn more money. If, as a result of increased advertising rates they are compelled to exact from their clients 25 per cent. or 50 per cent. more to carry through an adequate campaign of publicity, it means that they will draw extra commission on this increase.

Advertisers at first may grouch and growl and shy, but in due time they will swallow the hook the same as they are doing now.

ADVERTISERS AND AGENCIES ARE FROM MISSOURI

But one thing is very clear: if the publishers of Canada want higher rates and want to make sure of getting them, they must show cause. This means that they must take advertisers and agencies into their confidence and prove to them by a demonstration that higher rates are absolutely necessary. This means concentration, and it means something more: it means that Canadian publishers must investigate, if they have not already done so, the figures of manufacturing and working costs as these pertain to their own particular mediums.

IGNORANCE OF COSTS

Many a Canadian publisher does not know his costs, and cannot answer this question: How do production and distribution costs compare to-day with ten years ago? Yet this is a vital question.

On this page is set forth a matter of incalculable money significance. A first step is taken in the direction of securing for Canadian publishers hundreds of thousands of dollars a year more than they are now receiving. It remains with the publishers of Canada to take the next step. The earlier this second step is taken, the earlier will come the desired day—the day that will see a general advance in advertising rates by daily and weekly publishers.

PRINTER AND PUBLISHER *urges! begs!! entreats!!! Canadian publishers to respond promptly to the invitation extended to them on this page. If, by their indifference or apathy or inertia, or their dependence on others of greater enthusiasm than their own, they let this matter die here and now, then their punishment will be long and costly, and there will be lamentations in days to come.*

One of the Canadian dailies, which for years has maintained an excellent accounting system, has been making some comparisons in costs and revenue between the years 1910 and 1914. The figures are interesting—They proved somewhat alarming to the publishers themselves.

This daily keeps only one ledger account for expenses, but each item is also entered in an expense distribution book, and there it is distributed under its proper heading. This book is ruled into the following heads: Office Expenses, Editorial Expenses, Mechanical Expenses, Circulation Expenses, and General Expenses. These headings are divided into 34 sub-heads. Records of advertising earnings are kept under the head of Local Display Advertising, Foreign Display Advertising and Classified Advertising. Circulation receipts are classified by City Subscriptions, City Agents, Street Sales, Country Subscribers and Country Agents.

Accurate records of circulation are kept under the various heads above, as well as the number of pages printed daily and the number of lines of local, foreign and classified advertising carried. By the end of the first week in each month the publishers have a complete statement of expenses and earnings under the above heads. By adding the monthly overhead, the results of the month's business is quickly ascertained.

At the same time a running audit is maintained all year by an outside firm of accountants, who close the books and take off a general balance at the end of the year.

These statistics enable the publishers to calculate costs and revenue very accurately, and while the exact figures cannot be stated, the percentages of increase in five years can be made public.

For instance, the editorial cost of producing one page of the paper has increased 35 per cent. in five years, the mechanical wages cost has increased 52 per cent. per page, although considerable labor-saving machinery has been installed. The total manufacturing cost has increased 46 per cent. per page.

The average cost of producing advertising has increased 51 per cent. per line in the five years, while the average revenue from advertising has increased only 46 per cent. per line.

The only thing that has remained stationary during the five years has been the average price per copy received from the newsdealer and the subscriber. This was $1.79 per copy per year in 1910. It has fluctuated slightly in the intervening period, but in 1914, it was again $1.79.

This publisher has suggested that PRINTER AND PUBLISHER should have a symposium of opinions from publishers on this most important subject. Accordingly, PRINTER AND PUBLISHER passes on to its newspaper readers

this communication, with the invitation that other publishers contribute their gleanings in the realm of costs. The sure effect of such a symposium will be to prepare the minds of agencies; and possibly, by an extension of the distribution of publishers' reports as set forth in PRINTER AND PUBLISHER among advertisers, the minds of these space-buyers may be enlightened and their hearts prepared for the increase which must come.

PUBLISHERS MUST SAVE THEMSELVES

PRINTER AND PUBLISHER has already asked a number of publishers to take the time and trouble to provide the figures relating to their own publications. Some have promised to do so; some have been reluctant for reasons best known to themselves; and some have been frankly lazy, saying that it is too much trouble.

The curse of inertia has been set on the heads of thousands upon thousands of publishers in Canada: they hate like Sam Hill to be asked to get out of their rocking chairs; they are perfectly willing to let George do it, and to eat the apple which George will grow and pluck.

PRINTER AND PUBLISHER asks the publishers, whom it is seeking to serve, to contribute their experiences in the matter of increased production and distribution costs, *and to do this within the next thirty days.* If the present opportunity be not used to advance the general idea of the absolute necessity for higher rates, then it means that the coming of the desired day will be deferred, probably by many years.

Composing Room Costs

A SUBJECT of narrower scope than the question of publishing costs in general, yet a most important part of the whole, is that of composing room costs.

Some weeks ago the publisher of an Ontario daily newspaper sent the following letter to PRINTER AND PUBLISHER:

The Central Press Agency have sent out a circular advertising their ready set matter. In it they make this statement:

"If composition costs you more than 6c a thousand, you are throwing away money, because we can sell you ready set matter at that price."

This has suggested to us that it could be discussed with advantage in your columns. We have recently been making a few comparisons with other papers in our class, as to the cost of conducting our composing room, and it has certainly opened our eyes. Newspaper publishers, who are readers of your splendid magazine, would no doubt appreciate some statements from publishers as to what it costs them for composition, as to what amount of type a linotype operator ought to set in a forty-eight hour week, etc. We simply suggest this matter for your attention.

Following upon the receipt of this letter PRINTER AND PUBLISHER addressed letters to a number of publishers in various parts of Canada, but a head-on reply was received from only one man — a Western publisher who has made a great name for his weekly newspaper which is conceded to be about the best local weekly in the Dominion of Canada—this from several points of view. He writes:

The subject of composing room costs, particularly as applied to what might be termed the country office, is one of the most difficult matters to consider and arrive at anything like a reliable conclusion.

The chief reason for this is the irregular nature of the work, and the inability to get spare men at a time of rush who can be laid off when work slackens up. The country office must keep a certain staff on the pay-roll, and an extra rush usually means overtime for the staff. This condition affects not only hand composition, but the machine, where there is one, as well. We can quite see the force of the maker of stereotype plates in the reduction of the cost of set matter, for the principle is the same the world over in practically every class of work. Once the first cost is provided for, the balance is velvet.

Now the cost of composition depends almost entirely on the amount there is, and how steadily a certain number of men and machines can be kept going. A linotype machine, to my mind, is not a paying proposition unless it can be kept going steadily for at least one shift per day. Standing idle for three days a week looks to me as indicating that a machine is premature in such office, as the investment is too heavy for the available work.

TYPESETTING MACHINE A NECESSITY

In our office, where the machine is running double shift nearly all the time, and where the machine is used extensively to set advertisements, as also job work of all kinds, we simply could not do without the machine, and certainly think that it is a time, labor and money-saver. As for speed, so much depends on the class of matter, the condition of the machine, and many other contingencies, that it is difficult to say just what a man should be able to set. If an operator can keep up a rate of four thousand ems an hour, allowing for stops, he should be considered well up to the mark.

I therefore repeat that when a publisher considers it necessary to buy a machine he should get the best right from the start. He should not consider this expensive installation with all it calls for until such time as he feels sure of being able to keep it reasonably busy for every day of the week, and then he should make sure of getting a reliable and competent operator—one who can not only manipulate the keys, but who can also care for and keep in shape the working parts of the machine, and make minor repairs.

This letter seems to contain little not generally known, but as I stated at the commencement, in an office which can not promptly adjust itself to conditions, it is a very difficult matter to arrive at anything like a definite conclusion, particularly where there is a newspaper and a job printing business in the same office.

It is not yet too late by any means, for other publishers to contribute to this expression of views and experience, and PRINTER AND PUBLISHER cordially invites all publishers to whom the question of costs is a burning one to send along their findings or opinions.

Reforms follow the agitation of a question, and reforms must emanate from within. If the publishers of Canada will not follow the lead given by these their brethren, the inference is fair that they are not much concerned about any improvement in existing conditions.

PRINTER AND PUBLISHER is the servant of its subscribers. It aims to be a vehicle of news, opinions, and experiences of those for whom it is published. And PRINTER AND PUBLISHER is never so happy as when its publisher and printer readers show by correspondence and co-operation that they recognize its functions and aims, and that they are in hearty, practical accord with its spirit and purposes.

Dead Horse Corner Gazette

THE Wild West heading is the title of a monthly journal of Breezy Comment, published, when possible, by the 4th Battalion, First Canadian Contingent, B.E.F., on Active Service. Copy No. 1 has just come to hand, the publishing is done by a London printer.

One is glad to see the "breezy" contents, indicative, as they are, of the blithesome spirit of the men on whom civilization is depending for its salvation.

Canadian Publishers Putting Pep Into Business

East, West and In-Between Newspapermen are Out Chasing Dollars, and Getting Them—Their Successes an Example and Spur to Others

MUCH evidence is being received each month by PRINTER AND PUBLISHER of the thoughtful activity of publishers in the promotion of their business. Each example is refreshing for it indicates that creative work is being done by the men who have white space to sell.

Following are some notes on newspapers received, or special advertising developed:

Farm and Dairy, Peterboro: Eighth Annual Household Number; cover in two colors. One of the editorial contributions is "A Modern Farm Home and Its Equipment"; Another is "Beautifying the Home Grounds". Other articles deal with devices and expedients to reduce labor and increase production. Special advertising in accord with the editorial contents was carried. In passing it may be said that the cover designs on *Farm and Dairy* are always very attractive and appealing as studies of phases of farming

The Saturday Press, Saskatoon: A well-printed agricultural weekly newspaper in which better than common paper is used, and whose contents show originality and independence of view. In the issue under review is a well-written leading article entitled, "The Evolution of an Art," being a study of advertising calculated to make readers more attentive to and appreciative of modern advertising, made the more pertinent by personal allusions.

The Semi-Weekly Post, Wellandport: Special Fair Edition, containing an interesting account of the Welland Ship Canal.

The Winnipeg *Telegram*: A page of advertising gathered under the heading, "Christmas Gifts for the Boys at the Front."

The Edmonton *Journal*: page of advertising and letter press whose theme was "Many will Make Merry in Edmonton on Hallowe'en."

Daily Warder, Lindsay: Fare Refunding Special Edition.

The Evening Chronicle, Port Arthur: Two pages of special advertising under the heading: "Let the Brave Boys at the Front know they are not forgotten at Christmas."

The Daily Telegraph, St. John, is using a weekly 4-page pictorial supplement, a syndicate feature being used by a number of Canadian newspapers, and making a very attractive feature. Well printed on good paper, not always in black.

The Winnipeg *Telegram*: A competition in which boys and girls were asked to select "The Seven Wonders of Winnipeg." Many letters from children were published. The Seven Wonders were declared by a majority to be: 1. Eaton's store; 2. Fort Garry Gate; 3. Fort Garry Hotel; 4. City Light and Power; 5. Winnipeg's Wide Streets; 6. Industrial Bureau; 7. C. P. R. Yards. This is an idea which many another paper can use advantageously.

Weyburn *Herald*: Guessing Contest, to state the number of grains of wheat in a gallon jar; votes went with subscriptions.

Halifax *Herald and Mail*: Puzzle Contest, to promote paid-in-advance circulation.

British Whig, Kingston: A page of advertising, "Thanksgiving Shopping Guide." Had bold illustration of striking design and special topical border.

Berlin *Daily Telegraph*: "Missing Word" page of advertisements.

Wallaceburg *News-Record*: "A collection of special "card" advertisements in a feature entitled, "A Greater and Trade-at-Home Wallaceburg." Good letter press supported the idea of "Be loyal and support the Home Merchant." Very pleasing typographically.

Gazette, Montreal: A page entitled, "Where to buy office furniture and supplies." An idea that should be turned to account by many another publisher round about 1st January, when business houses are stock-taking and planning for 1916.

Moose Jaw *News*: Two pages of special advertising featuring the offer of a $79.00 Electric Range, the winning of which was related to the Sales Slips of Merchants advertising.

The Toronto *Globe*: Full-page advertisement in the Montreal *Gazette*, giving particulars of the *Globe's* circulation. Advertising of this nature in sister newspapers is greatly to be commended.

Galt *Reporter*: Missing word contest yielding a page of special advertising.

Summerside *Journal*: A good advertisement advertising advertising—one that shows red blood, and that is hot with the zeal of conviction.

The St. Catharines *Standard*: A Patriotism, Progress and Prosperity Edition of 24-pages. A fine illustration of the energetic advertising department of this alert newspaper. Pages of advertising of a kind not ordinarily finding its way into local newspapers. Fresh proof of PRINTER AND PUBLISHER'S contention that millions of lines of extra advertising can be had for the asking.

Vancouver *World*: A page of advertising built round the idea, "Prizes for Parcel Post Buyers." The *World* is giving three prizes weekly to those who have purchased goods by mail.

Toronto *Daily Star*: Publishes regularly mighty good advertisements advertising advertising, and the *Star's* own advertising columns.

Montreal *Gazette*: A page of advertisements grouped under the heading: "Practical Christmas Gifts for the Soldiers."

Ottawa *Evening Journal*: A page of self-advertising, headed "The Searchlight Turned On"—a circulation statement at once complete and convincing.

The Cobalt *Nugget*: Offers a cook book as a premium for new or renewed subscriptions.

Ottawa *Free Press*: Has advertised itself in the Toronto *Globe*, the Montreal *Gazette*, and other mediums, as the "One indispensable Medium in the Capital City and District."

Halifax *Mail* and other newspapers: Offering Sir Charles Tupper's Life Story as a premium. This book is entitled "Three Premiers of Nova Scotia."—Johnstone, Howe and Tupper.

The Vancouver *World* ran a full page advertisement in a recent issue, advertising advertising.

Stratford Daily *Herald*: Running a missing word contest.

The Ottawa *Journal*: Has formed a League of Early Shoppers. It says:

"In response to the request of many business men and employees of the retail shops of Ottawa, the *Journal* commences to-day the re-organization of the League of Early

Shoppers. The Christmas expenditures are abnormal, and where everything is left to the last minute employees are overwhelmed. Their holiday is spoiled because of the tax on their strength for several rush days before Christmas. The customer, too, because of delay in making purchases, selects goods in haste and not always to the best advantage.

"Second only to the humanitarian consideration is the circumstance that business will be better in Ottawa if the holiday trade is evenly distributed over the 49 days between now and Christmas.

"Will you support Ottawa business men and their employees with your promise to distribute your holiday purchases evenly between to-day and December 24."

A pledge form accompanies the announcement, and appended to the advertisement are the names of prominent Ottawa women and their endorsement of the idea. A league of this sort should be formed everywhere.

Calgary *Herald*: "Who's Who in Calgary?"—an advertising idea. Questions are asked, requiring name of some local advertiser. For example: What Clothing House, and where is it located, handles "Campbell's Clothing?"

Moose Jaw *Evening Times*: Series of advertisements developed in connection with the Moose Jaw Poultry Exhibition.

Daily Echo, Halifax: Soldiers' gift page of advertising.

Regina *Leader*: Full page advertisement of its job printing department, illustrated with half-tone views of plant and offices.

Lethbridge *Daily Herald*: A subscription contest, in which the first prize is $1,000 cash.

Regina *Leader*: A page of local advertisements in each of which appeared a half-tone portrait of a female theatrical star. Readers were required to identify each portrait.

The Kingston *British Whig* engaged a widely-known cooking teacher and domestic science lecturer to deliver a number of lectures and to give cooking demonstrations.

The *Province*, Vancouver, has run a second Ad-Writing contest.

Woodstock *Sentinel-Review*: Missing word page.

Toronto *World*: Offering a 7-color lithograph of H.M. King George V. for 21c plus a coupon.

The Weyburn *Review*: Offering a woman's magazine free to every fifth person paying subscriptions in arrears.

Chatham *Daily News*: A Fare-Refunding special issue.

Hamilton *Herald*: A Fare-Rfunding special issue.

Regina *Leader*: Two companion pages of advertising on the idea of Christmas gifts for the men at the front.

Daily Echo, Halifax: A 20-page Saturday issue in which appeared the following features: a series of church announcements grouped under a hand-lettered heading; Dollar Day advertising in goodly quantity; Gifts for soldiers at the front.

London *Free Press*: A "Lest we forget" page; Soldiers' gifts page. This newspaper publishes a house organ for circulation among the members of its Social and Athletic Association, a modest 8-page miniature newspaper, 8 x 10, called *The Junior Free Press*. The issue of this publication is a fresh illustration of the pulsing red blood that marks the management of this newspaper.

Manitoba Free Press, Winnipeg: Issuing a weekly four-page messenger, for mailing to advertisers, size, 10 x 12. Name is "*Zowie*," (Pull Together). Front page carries photograph of some prominent *Free Press* advertisers, accompanied by his signed statement of his experience of and favor for the *Free Press*. The idea of this publication is to convey to advertisers and prospects news relating to advertising, reasons for advertising, facts calculated to encourage a faith in and use of advertising, and particulars relating to the *Free Press*. The publication is illustrated with cartoons. The justification of a house organ by a publisher is that there is no medium in Canada circulating sufficiently among the class of individuals or firms he wishes to reach. This makes the use of direct-by-mail methods imperative. PRINTER AND PUBLISHER extends congratulations to Mr. Hoover, advertising manager of the *Free Press* on his aggressive spirit and methods.

A.B.C. in Canada

AMONG recent Canadian additions to the membership of the Audit Bureau of Circulations, or to the list of applicants for membership are the following:

The Toronto *Globe*.
The Toronto *Mail and Empire*.
The Toronto *Telegram*.
The Toronto *Star*.
The Montreal *Gazette*.
The Montreal *Evening News*,
The London *Advertiser*.
The *Canadian Grocer*, Toronto.
The PRINTER AND PUBLISHER, Toronto.

It is interesting to note that the first Canadian applications for A. B. C. membership from the trade or business press are from J. B. MacLean publications. PRINTER AND PUBLISHER'S affiliation with the A.B.C. is an endorsement of the idea of an official and independent audit, and is a recognition of the good work being done by the Audit Bureau of Circulations.

One Hundred Columns for Kingston Standard

THE first Fare-Refunding Sale put on in the Kingston *Daily Standard* some six weeks ago was such a pronounced success that at the request of the local merchants, the *Standard* put on another sale which proved an even greater success than the first one, both for the *Standard* and for the merchants—and this despite the fact that only six weeks elapsed between the sales.

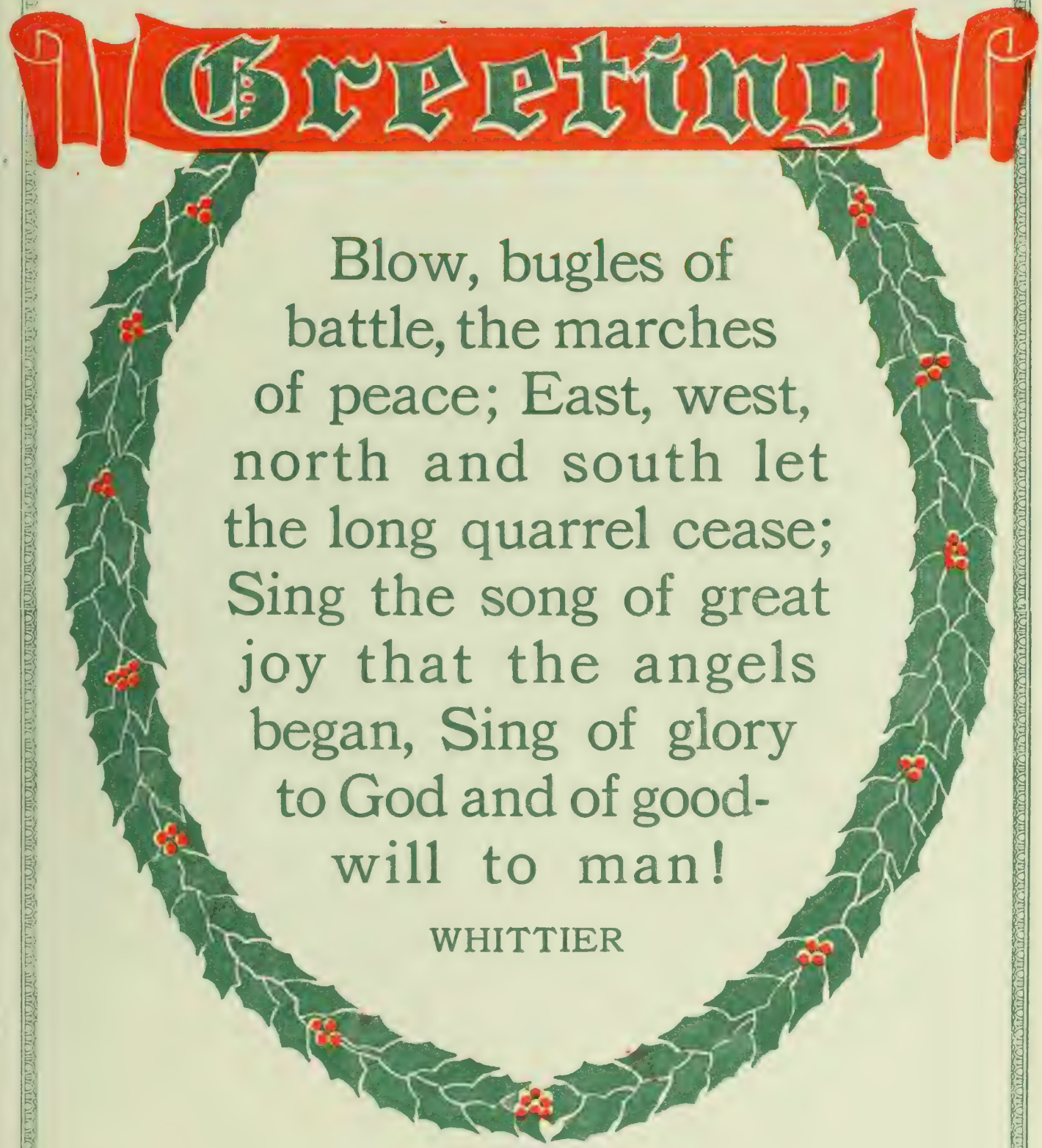
The newspaper carried practically 100 columns of extra advertising for each sale, and the merchants report the busiest single week in years.

A noteworthy feature of the affair was that two Kingston merchants who had taken a full page each in the first sale, doubled up their space and took two pages each in the second sale, and the day following the conclusion of the sale declared in the *Standard* that the results had more than exceeded their expectations and they were ready to "repeat the performance."

There is no rocking chair in the Kingston *Standard* advertising manager's office.

Not Being Made in Canada

THAT many of the British Columbia manufacturers who are fostering the slogan of "Buy British Columbia Goods" get their catalogues, letter-heads and other printing done, not by Vancouver workmen, but in the printing establishments of Chicago and other Eastern cities, was the charge made by President J. H. McVety at the Trades and Labor Council. The statement was made that while Vancouver workmen were seeking employment, catalogues for Vancouver houses were being printed elsewhere, but that the workmen of the city were asked to patronize home industries.


Greeting
Blow, bugles of battle, the marches of peace; East, west, north and south let the long quarrel cease; Sing the song of great joy that the angels began, Sing of glory to God and of good-will to man!
WHITTIER

BOOKS TO READ

ON THE COMING WINTER NIGHTS



THE MALLAGH BOOK SHOP

126 DUNDAS ST., LONDON

MOONBEAMS FROM THE LARGER LUNACY

By Professor Stephen Leacock

Stephen Leacock has no axe to grind, and he therefore laughs with us instead of at us.

$1.25

OF HUMAN BONDAGE

By W. Somerset Maugham

A story that is so big that not to know about it is to argue oneself as ignorant of contemporary fiction as though one had never heard of Wells or Bennett.

$1.50

THE MONEY MASTER

By Sir Gilbert Parker, Bart.

The Big Novel of the Year. Canada's greatest novelist at his best. The most talked of novel of the season. Every Canadian should have a copy. It is a story of French Canada.

$1.50

FISHERMAN'S LUCK

By Henry VanDyke

The first time this perpetual favorite has been available at the popular price of half a dollar. New Reprint Edition.

50c.

TWO SUGGESTIVE PAGES FOR ENVELOPE FILLER

ANNUAL BANQUET OF THE EXCELSIOR CLUB, STRATFORD

AT THE CONNAUGHT HOTEL
JANUARY TWENTY-FIFTH
NINETEEN HUNDRED AND SIXTEEN



MENU



Oysters on Shell

Green Turtle Soup

Filet of Sole, Butter Sauce

Roast Stuffed Turkey and York Ham

Roast Lamb and Mint Sauce

Tomato Salad Mayonnaise Dressing

Hot Vegetables

Roman Punch

Apple Tart Walnut Ice Cream

Cream Cheese

Deviled Almonds Biscuits

Coffee

SUGGESTION FOR MENU

Annual Concert



GIVEN BY THE MENDELSSOHN CLUB
FORESTER'S HALL, FEBRUARY, 6TH, 1915

PROGRAMME

I Want to Hear Your Gentle Voice — *Moore*
MR. GRIFFITH

I Have Seen the Roses Fall — *Selt*
MR. ROBINSON

One Big Roar of Laughter — *Rankin*
MR. SHORT AND MR. MACK

Down the Humber by Moonlight — *Kyle*
MR. SMITH

The Happy Sunshine — *Tauze*
MR. WEIR

Down by the Brook — *Barker*
MR. PORTER

Southern Kentucky — *Burke*
MR. ALLAN

I Shall Never Forget the Night — *Roy*
MR. HALL

When We Meet in the Springtime — *Stuart*
MR. POWELL

When the Heart is Young — *Woods*
MR. HARPER

GOD SAVE THE KING

Cheerfulness and Confidence in the West

Western Publishers Tell of Times and Conditions in That Half of Canada Lying Between Winnipeg and the Pacific Ocean

EASTERN Canadian publishers have been telling in PRINTER AND PUBLISHER the good story of their prosperity. Now it is the turn of the Western men.

The expressions of opinion which follow were directly solicited by PRINTER AND PUBLISHER—this in order to get facts and news vouched for by men who know and who occupy positions of authority and prominence; and also to pass on to agencies and to a lesser extent to advertisers, a needed statement concerning the West that advertising may flourish and abound in the land of faith, hope and promise. The West has had a serious setback but it is by no means prostrate. If fortunes have collapsed, and fortune-grabbers and money-milkers have been sent fleeing away, it means that elements of menace and rottenness have been dissolved from the body politic and that what remains is staunch, sturdy, substantial and full of the right kind of determination.

But let the Western men speak.

VANCOUVER

Business in Vancouver and throughout the province showed a distinct improvement during the last two or three months.

This is due to a number of obvious causes. The extraordinary demand for copper had a stimulating effect on our mine production and at Anyox and other points throughout the province, there is great activity to meet this demand. The mills, also, upon which the prosperity of Vancouver primarily depends, have within the last month or two become fairly active and most of them are now working more or less steadily. The war has brought into life one industry at least which at present is employing six hundred men and it is working day and night shifts. The large shell contracts also create good pay rolls.

Farmers and fruit-growers are receiving very good prices for their product while the undue caution which led many merchants to run their stocks very low has necessarily resulted this fall in more or less heavy buying.

The purchasing power per capita of the community has also increased very much, due to a number of causes. One of these is the removal of a considerable number who belong to the unemployed class. Several hundreds of these found employment on the prairies at good wages and their families are reaping the benefits. Others, particularly those who originated from the United States, have returned there. A considerable number of men have enlisted who previously have been without work for some time, and these men have immediately become the recipients of daily allowances and their wives enjoy separation allowances.

Of course, the municipalities, too, have overcome the predicament in which they were placed last year, and have readjusted themselves to new conditions. The period of depression which preceded, and which was accentuated by the war, moreover drove out of business a great number of men who had no right to be there, and who were simply a product of abnormal times. Their removal from the competitive field has relieved the legitimate trader of a very undesirable form of competitor, and I think on the whole it has had a beneficial effect on business.

I have every reason to believe that these conditions will continue, quite irrespective of the continuance or otherwise of the war.

JOHN NELSON,
Managing Director of the *World*.

ANOTHER VANCOUVER OPTIMIST

I am glad to be able to say that we see no reason for dejection. Quite the opposite. Our local earnings for the month of October showed a substantial improvement over the corresponding month of last year and we quite expect this improvement to be maintained. I am not going to say that there is as yet any great improvement apparent in business conditions generally, but the pendulum is moving that way and there is a decidedly better tone noticeable in business circles.

In one respect the hard times have been distinctly beneficial to the newspapers. Not a few firms which previously were indifferent about publicity are now finding salvation in printers' ink. Restricted purchasing power would seem to be offset by the closer attention that the public are paying to advertisements. A larger proportion of readers are studying the ads. now than ever before. They haven't got as much to spend and the merchant has to be satisfied with a smaller margin of profit, but I believe it to be true that the advertiser to-day talks to a greater audience than he did when times were much more prosperous.

W. C. RUSSELL, Advertising Manager,
The Vancouver *Province*

VERNON, B.C., AND VICINITY

The West has probably not benefited in a business way to the same extent as has the East, as owing to the fact that such localities in which manufacturing establishments are located, there has been a more marked improvement in business conditions, while in the West, where such organizations are limited, and on a comparatively small scale, the conditions have not been felt to any great extent. The difference is noticeable, especially in publicity departments, as advertising has been reduced, and in many cases, cut out entirely, while very little publicity of other kinds is being produced, such as circulars, folders and booklets.

Collections are improving somewhat, partly due to the presence of the military camp in the City during the summer, and also to the better prices received for fruit and vegetables that have obtained during the previous two years. The speculative period of 1912 and 1913 has left a great many uncompleted transactions, and is causing considerable unrest, but with the care which is being exercised at the present time, and the consideration which is given those who cannot make payments, it is hoped that the difficulty will be tided over, and that business conditions will gradually resume normal proportions. On the whole, there is practically no destitution, and there are practically no idle men throughout the Province.

LOUIS J. BALL,
The Vernon *News*.

CALGARY AND VICINITY

Regarding the outlook for the coming year in the West. Of course, as you know, Alberta has just harvested probably the biggest all round crop she has ever known. Practically everything is good; grain yield is bigger than ever before; the farmers have gone more extensively into mixed farming and there is a great deal of fat stock in the coun-

try. Prices are good, and another thing that has been very big is the hay crop.

Business in the small towns throughout the entire country is exceptional; travellers report that they can hardly fill the orders they are getting. Of course, the farmer is now taking this opportunity to pay up all round and will do this successfully with a nice fat balance over. This winter and the coming spring there will be a great deal of construction and building done throughout all the country side, naturally the cities will benefit, particularly Calgary, and in spite of war conditions we look for good business this year. The farmer particularly has never been in such a position to buy, and central and southern Alberta as a whole presents itself as probably the best buying market of well advertised goods in Canada to-day.

O. L. SPENCER,
Advertising Manager,
The Calgary *Herald.*

SASKATOON NEIGHBORHOOD

The advertising situation and outlook so far as it applies to the field covered by the Saskatoon newspapers is exceptionally bright. Nearly every person in the East must, by this time be aware of the magnitude of the crop harvested here this fall but there are many persons in the three prairie provinces who have little conception of the immense yield in the district adjacent to Saskatoon. On the Saskatoon-Calgary branch of the Canadian Northern Railway alone it is estimated that 15,000,000 bushels of wheat will be marketed. Yields of from 35 to 40 bushels an acre were not uncommon this year over almost the entire district.

Saskatchewan's wheat crop is conservatively estimated at 165,000,000 bushels. This province produced 57 per cent. of the entire Western wheat crop or 14 per cent. more than Manitoba and Alberta combined. Of this immense yield considerably more than one-half is in the territory covered by the Saskatoon papers.

But do not for a minute think that wheat is the only product Saskatchewan has. Cattle, horses and sheep are getting to be quite extensive industries and this year are worth a large sum to the farmers of this province.

When we speak of the district in which the Saskatoon newspapers circulate it is so immense as to be almost unbelievable to an Eastern publisher.

SASKATOON THE CENTRE OF A VAST AREA

It is claimed, and has never been disputed, that Saskatoon's exclusive tributary territory extends to about 48,600 square miles, within which there are about 200 thriving points on over 2,500 miles of operating railways. The explanation of our city's exclusive control of an area so vast may be realized by glancing at any map of the West. It will be seen that Saskatoon is the only city between Winnipeg and Edmonton on the new Transcontinental lines, for a distance of over 800 miles. Then, the nearest large centre on the north is Prince Albert. On the south, 160 miles away, we have Regina which no more competes within our territory than a butcher would with a hardware store. It is a matter of central, geographical location which enables freight rates which place our wholesale distributing business beyond competition of any other large Western centre,—that is, of course, within the territory indicated.

BLESSINGS IN DISGUISE

Now, owing to the financial crisis in conjunction with the fact that credit had previously been extended to all and sundry in a very promiscuous and flagrantly generous manner, all the banks and business houses practically shut down upon further advances or credit of any kind for fully two years past. This has proved a blessing in disguise. It simply means that for over two years our farmers incurred no new liabilities while largely liquidating the old ones. Consequently, they now find themselves in a very satisfactory position. They have money available for expenditure; and they have learnt an excellent lesson as to the wisdom of reasonable economy. To-day, they are not throwing away their money on unnecessary things: they are purchasing necessities; they are adding to their buildings, extending their acreage under cultivation, fencing their properties, adding to the live stock, and otherwise thoughtfully augmenting their possibilities of profit.

It is, of course, natural that after a considerable spell of very light purchases, the farmer should now find himself in need of many things. As a result, we see our stores and the stores throughout the country, filled with busy buyers who are paying cash. Within the past month, retail business generally, both city and country, has gone up quite 50 per cent., and is about as brisk as during 1912. Wholesale business never was so active; and it may interest Easterners to know that some of our wholesalers state that their Saskatoon branches are now doing almost as much business as their Winnipeg headquarters. It is believed that when crop money gets into fuller circulation, for it has only just commenced to come, Saskatoon will lead.

BANK CLEARINGS AN INDEX

In proof of the splendidly encouraging conditions to which I refer, it is only necessary to point to the astonishing increase in our bank clearings, which unlike 1912, include no real estate money, but solely legitimate commerce; also to the fact that our postal figures never were so large as now.

For the year 1913, Saskatchewan's crop equalled $185 per head of her population. Now 1913 was a year of low prices; and seeing that the above does not include live stock or anything save field crops, so far as I can ascertain, it would seem to me that, this year, with fully two crops in one, and with live stock, poultry and dairy products, all going at good prices, my estimate that it is likely to yield about $400 per head of our population of about 750,000, does not seem extravagant. If I am right, then there is sufficient money in the crop for about two years of good business.

In conclusion I would point out that the business is here for the manufacturer who goes after it—the farmers have money to spend and they are going to spend it.

W. F. HERMAN,
Proprietor,
Saskatoon *Daily Star.*

SASKATCHEWAN

This fall Western Canadians have reached the stage where they have entirely gotten over the panicky feeling which prevailed a year ago. There is no longer any evidence of that apprehension and uncertainties of the future which so seriously interfered with business during the first few months following the outbreak of the War.

Saskatchewan is essentially a farming and grain-growing province. The three Prairie Provinces have successfully completed the harvesting of a grain crop estimated at more than *half a billion bushels*, including over two hundred and fifty million bushels of wheat. *More than half* this entire wheat crop *was grown in the Province of Saskatchewan.* These figures afford some idea of the spending power of the people of Saskatchewan this season. In a strictly agricultural province, when the farmers are pros-

perous it means that there is good business for everybody.

In the city of Regina the department stores report trading this fall very materially ahead of last year. The manager of one of the largest stores said, "The last two weeks have been the best we have had in eighteen months."

PAYING OFF INDEBTEDNESS

Drug and book stores say business is on the upward trend and steadily growing brighter.

Jewelers report themselves as highly pleased with business at present and very enthusiastic over prospects for good Christmas trade in their line.

Trust and Loan Companies report that farmers are making good payments on indebtedness; many of the farmers being desirous of making larger payments on indebtedness than are due this fall.

Regina Post Office returns for October show a substantial increase over the same month of last year.

Custom's receipts for the same period show an increase of 200 per cent. over October, 1914.

Regina Bank Clearings for October, 1915, were over One Million Dollars in advance of October, 1914, while for the week ending yesterday (November 11th), the local bank clearings were $1,117,004.00 more than for the corresponding week of last year, an increase of over 50 per cent.

All along it was said that what the West needed to restore good business conditions was a bumper crop. Well, the West got her bumper crop, pretty nearly two crops in one. In Regina and throughout the immense tributary territory of which this city is the trading centre, we have good reason to be mighty well pleased with the decided improvement already shown in general business.

$50,000,000 IN A MONTH

Returns from the great grain crop will be coming in for many months yet and business should keep steadily improving. The increase in the price of wheat in the last month alone means almost fifty million dollars returns to the farmers of the West *in excess of what was expected* four or five weeks ago.

The marked increase in general business activity has a very healthy effect upon newspaper advertising. Since the opening of the fall season the Cut-Price sale advertisements have been absent from our pages. Of course the department stores and other dealers are advertising special bargains and daily trade-attractors as live merchants should; but there is none of the "Closing Out," "Stock is Doomed," "Slaughter Sale" advertisements which were so much in evidence in Western newspapers ten and twelve months ago.

LOCAL ADVERTISING INCREASING

There is a decided increase in the volume of local display advertising carried during the past few weeks, jewelers, druggists, financial companies and certain other advertisers who have been out of the paper for months are already coming back with liberal appropriations. The volume of local advertising carried in *The Leader* in October compared very favorably with October of 1914, and November has started out so well that we anticipate this month will show a marked increase over November of last year. In foreign advertising the volume is steadily increasing; and our condensed or classified advertising is well ahead of last year.

On account of its being a financial, commercial and government centre (rather than an industrial city), and on account of the immense trading territory which it serves, Regina appears to be distinctly a morning newspaper city. Last January when it was planned to discontinue our former custom of issuing *The Leader* twice a day and to combine the two editions in one, we decided that we could best serve the interests both of our readers and our advertisers by publishing our paper in the morning. Already this judgment has been amply vindicated. Our sworn statements show the daily average circulation up-to-date this year to be several hundred copies in advance of last year's daily average. This is in spite of the fact that in former years with the two additions there was bound to be a certain amount of duplication. As a result we are now giving our advertisers larger circulation; and at the same time have been able to effect certain reductions in the cost of the production of our newspaper.

A BRIGHT OUTLOOK

As a general summing up of the situation, we are speaking conservatively when we state that business with The Regina *Leader*, business in the city of Regina and business generally throughout the province of Saskatchewan is in decidedly better condition now than it has been for considerably more than a year, and that there is every indication of continued improvement.

G. H. TYNDALL,
Advertising Manager,
The Regina *Leader*.

WINNIPEG

Since Biblical times a country's wealth has always been known by the amount of wheat in its granaries. All men at all times have granted wheat as a standard upon which to fix prosperity. On these facts, then, it may truthfully be said that Manitoba has now come more into her own than at any time in her history. Never before has such a yield of wheat been recorded. The crop just gathered is bringing $462,235,480 to Western Canada.

The authority for such amazing figures is none other than the North-Western Grain Growers' Association, representing in its membership all the leading grain dealers in Western Canada.

This enormous output passes through the Winnipeg Grain Exchange which maintains for this "Gateway City" of the West its status as the leading wheat centre of the world.

Already the advantage of this "bumper" crop are being felt. The leading department store here (and the greatest one in Canada) through its mail order business is feeling the firm grip of prosperity. The percentage of returns in money has made this vast enterprise feel the most prosperous time in its history, which is practically the history of modern Canada. In speaking with leading manufacturers we were informed that no extension on notes has been asked and that all are promptly taken up as soon as they fall due.

This is but the beginning, and far from the end. Nearly 122,000,000 bushels of wheat are still held by the farmers for delivery, to say nothing of barley, oats and flax, so that the opportunities for business in Western Canada will not be spasmodic, but will be felt with a regularity lasting for months.

THE WEST COMING INTO HER OWN

These conditions have in turn reflected prosperity into other lines, and with the enormous amounts being spent in the East for munitions, the effect of which is rolling out as if to grasp the prosperity from the West, in the shape of crops, what will be the result? When these two conditions meet, as they will within the next few months, the West will no doubt again come into her own on a solid foundation, opening up for the manufacturer and business man of Eastern Canada and the United States a market and opportunities never before recorded.

After all, it is on a country's productiveness that the measure of its success may be based. Everyone will grant this; so that values and business will now assume a fixed status unequalled in the annals of the West, and Winnipeg is entering upon an era of prosperity not even known in its brilliant past.

J. V. R. LYMAN, Jr.,
Advertising Manager,
The Manitoba Free Press, Winnipeg.

Western Publishers Visited by C.P.A.

MAYOR SMALLFIELD, of Renfrew, as president of the Canadian Press Association, went upon a trip to the Western Provinces, accompanied by Mr. E. Roy Sayles, of Port Elgin, chairman of the weekly section of the Canadian Press Association. At Winnipeg they met representatives from the coast and the Western Provinces, and conferred as to holding the Press Association meeting for next year, and the feeling was that the western people could hardly treat the association members as they would like to do till the war was over. Thus there will be no resentment should the convention be held in the east next year.

At Regina, Messrs. Smallfield and Sayles met fifty publishers, and a Provincial organization was formed, separating from Manitoba. Henceforward, Manitoba and Saskatchewan will be distinct divisions, each with its own officers, which will facilitate dealing with Provincial problems. At Regina the visitors from the east were tendered a banquet, at the conclusion of which Mr. Sayles put the $1.50 weekly proposal before the gathering, and a resolution was carried unanimously favoring such a move as in the interest of both press and people, and tending to a freer press, and also arranging to form District Press Associations all through Saskatchewan.

From Regina, Messrs. Smallfield and Sayles continued to Saskatoon, Edmonton and Calgary, meeting many of the publishers on the way, and getting their ideas of matters of interest to the press. They attended also district conventions at Brandon and Winnipeg, where resolutions were also carried in favor of advancing the subscription price of local weekly papers to $1.50, and of development in certain directions to render greater service to local municipalities.

Saskatchewan Branch of the Canadian Press Association Formed

ABOUT fifty newspaper men of the Province met in Regina, and organized a Saskatchewan Branch of the Canadian Press Association. W. E. Smallfield, president of the Canadian Press Association, and E. R. Sayles, chairman of the weekly section of that body, were present, and addressed the meeting.

The following publishers from this district were present: W. H. Schierholtz, Young; G. Telfer, Humboldt; E. Garrett, Watrous, and — Smart, Liberty.

W. G. Cates, of the Moose Jaw *News*, in calling the meeting to order, explained that increasing expenses and diminishing revenues made it necessary for the publishers to co-operate and protect their interests.

The following resolution was carried unanimously forming the association:

"Whereas questions of purely local interest to Saskatchewan publishers arise from time to time, in which Manitoba publishers have no direct interest.

"Therefore, be it resolved, that in the opinion of this representative meeting of Saskatchewan publishers, the time has arrived when the Manitoba-Saskatchewan division of the Canadian Press Association should be divided, and that the Canadian Press Association be and is hereby requested to amend their by-laws creating the Saskatchewan division of the Canadian Press Association as distinct from Manitoba.

"And be it further resolved that this meeting act on the assumption that this recommendation will meet with the approval of the Canadian Press Association, by electing officers and taking such other steps as may be deemed necessary and advisable."

The new officers are: W. G. Cates, Moose Jaw *News*, president; C. R. McIntosh, North Battleford *News*, vice-president; T. M. Marshall, Weyburn *Review*, secretary-treasurer; Executive Committee: W. Wynn, Yorkton *Enterprise;* S. R. Moore, M.L.A., Swift Current *Sun;* S. J. Latta, M.L.A., Prairie *News*, Govan; H. N. Stephenson, Kerrobert *Citizen*, and W. F. Kerr, Regina *Leader*.

Calgary's Population

LETTER TO THE EDITOR

In your latest issue we note that a correspondent, W. A. Lydiatt, criticizes the Calgary *News-Telegram* for publishing an estimate of 90,000 as the population of this city. Mr. Lydiatt does us an injustice; had he quoted the whole statement he would have noted that the estimate of population is 70,000. The 90,000 was given as a police estimate, and that it was not accepted was emphasized by the fact that we gave our own estimate as 70,000.

As a matter of fact when we gave the 70,000 estimate we were reducing the estimate of Henderson's Directory by 4,000. Their statement was issued some weeks before our estimate was made.

We consider that the 70,000 is very close to the mark, and we most strenuously object to Mr. Lydiatt trying to make us responsible for the 90,000 population.

We trust that you will give this statement as equal publicity as that given Mr. Lydiatt.

C. A. HAYDEN,
Vice-President,
Calgary *News-Telegram*.

The Spread of Advertising

IN A LARGE number of newspapers and periodicals in the United States are appearing extensive advertisements of the Anglo-French war bonds, published by the syndicate of banks which took up the $500,000,000 loan. Until recently, such advertisements would have appeared only in financial journals. But bankers, conservative as they are, have come to feel the profit in good advertising in the general press.

Similarly, at a meeting of the American Iron and Steel Institute in Cleveland last week, a million-dollar advertising campaign, stimulating a demand for steel products and opening new selling fields, was urged as a cure for business depressions by George H. Jones, of Chicago, and backed up by ex-Judge Elbert H. Gary, chairman of the Board of Directors of the United States Steel Trust. "More money is spent in advertising toothpaste in this country than in advertising steel products," said Mr. Jones. The steel manufacturers are said to be likely to take up his suggestion.

Canada had a big object lesson last fall in the result which followed a Government advertising campaign in connection with Canadian apples.

Advertising anything that is worth advertising will pay if the advertising be good and be done sensibly. It won't work any better than any other dodge if the work is not well done, or if more is paid for it than a fair profit on the goods permits. But if there is a good article and a good field for its sale, good advertising at a fair price means far greater profit than can be got without advertising.—Ottawa *Journal*.

Advertising Agencies from a Publisher's Standpoint

LETTER TO THE EDITOR

IN a letter in your current (November) issue from a gentleman whom I trust I may call "my very good friend, Mr. McKim," he makes, what is to those who know, rather an amusing statement: "To-day, there is not an agency in Canada handling either bill-posting or street-car work." He is quite correct when he says this, but the inference he was seeking to draw was that the agencies themselves were to be given credit for having dropped the billboards, when, as a matter of fact, the billboards dropped the agencies, the officers of the Poster Association, holding that it was better for all concerned that the two sorts of advertising be sold by two lots of men.

One after another the names of the newspaper agencies disappeared from the list of official solicitors for the Poster Association, and in every case it was because the application of the agency for renewal of recognition was refused. And the vote was taken, the matter was settled. As Mr. Findlay would say, there are no 'neutrals' among the bill-posters to go on allowing commission to anyone sending business whether a recognized agent or not.

RECOGNITION OF ADVERTISING AGENCIES

Two years ago, when an ex-officio member of the C. P. A. advertising committee, I suggested that it make a rule providing that no agency recognized by it be permitted to sell anything but newspaper space. This proposal did not win support and we presented to the gentlemen who wrestle with the bill-board problems the opportunity of taking the initiative in providing that there should be no more divided interests.

And while I am on the subject may I say that the sooner the publishers of Canada make up their minds to deal with their recognized advertising solicitors as definitely and firmly as the Poster Association does with the gentlemen who are entrusted with getting national advertising for them, the better it will be for the publishing business in Canada.

Whether the commission of the agency is paid immediately by the publisher or the advertiser does not seem to me to be important. Surely, in the long run, it has to be borne by the latter. But there are matters at issue between publishers and some agencies that should stand on a different basis than they do at present. It has only been by years of effort that many of us have won any respect for our rate cards from the average agency. Some agencies extend that consideration now unreservedly and I am glad to say that in my case the McKim agency is not only one of them, but the best of them. But our C. P. A. Advertising Committee in a desire to avoid being accused of creating a close corporation, has erred on the other side. The specifications for an agency to secure recognition have been made so low that we have altogether too many of them for the good of our business as a whole. If seven recognized solicitors can handle the billboard business of the entire United States, it doesn't require twenty agencies to place the national newspaper advertising of Canada.

GOALS FOR PUBLISHERS

With the multiplication of small agencies struggling for existence, the one certain result is a multiplication of the publishers' troubles. Some agents apparently sit up nights endeavoring to formulate schemes to circumvent rate cards. The publishing interests of Canada should aim at:

1. Concerted action on their own part.
2. Admission from the agents that they sell newspaper space, and do not own it; and that the owners have a right to say how and for what it shall be sold.
3. Clearly defined rules for the conduct of recognized solicitors.
4. Rigid enforcement of the same.

Let us have this and the agents should have cheerfully from us such commission as they will agree to keep for themselves and not give back to our customers. They have created much business for newspapers, and we should co-operate with them in securing more.

Yours truly,
HAL. B. DONLY.

Simcoe, 17th November, 1915.

Editor's Note—Mr. Donly's jocular interpretation of Mr. McKim's statement may be misunderstood by some readers, and so PRINTER AND PUBLISHER reproduces the paragraph that has given Mr. Donly a chance to poke a little fun at his agency friends:

Just here let me mention that the good agency is interested in newspaper advertising and nothing else. The time was when bill-posting companies and street cars offered agencies a commission to turn business into them, but, finding that the agencies would not push their media to the detriment of newspapers, and that they practically gave them business only when it was handed to them—the arrangements were withdrawn as not being worth while. To-day, there is not an agency in Canada handling either bill-posting or street-car work.

Publisher Loses Libel Suit

MR. JUSTICE LENNOX awarded the Berliner Gramophone Company, Limited, of Montreal, $1,500 in the $10,000 suit against John A. Fullerton, publisher of the Canadian *Music Trades Journal*, for the publication of an alleged libelous article.

The heading of the article complained of was "Kaiserism in the Talking Machine Trade," and its purport, plaintiffs claim, was to endeavor to make out that the plaintiffs, by making an agreement with its dealers to handle their goods exclusively for five years, were conducting their business in an unfair manner.

Montreal Star and Objectionable Advertising

IN a recent issue of The Montreal *Daily Star*, the following declaration of attitude was printed:

During the past twelve months *The Star* has refused advertising contracts aggregating upwards of $135,000, more than 10 per cent. of its entire advertising revenue, and still this revenue is by far the largest in Canada. Some advertisers have fought against *The Star's* ruling against objectionable advertising. Law suits have been entered in the Courts with a view of compelling us to accept advertisements that we have declined. We shall defend these suits to the last Court, although we are always willing to be shown where our judgment may be too harsh in condemning advertisements. An advertiser found guilty of cheating his customers by fraudulent representation cannot get into *The Star's* columns. Advertisements that cannot be read in the home should not be sent to *The Star* for they will not be accepted.

The increase in *The Star's* advertising in recent weeks is a sure sign of a revival of business with those who cater for family trade.

REVIEW OF SPECIMENS

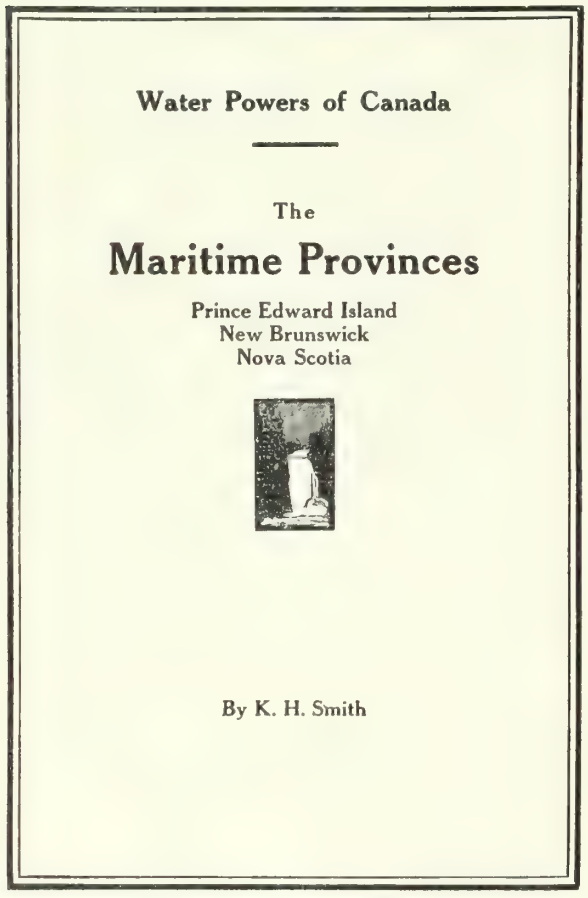
BY ERNEST E. ADAMS

LET it be said once more that PRINTER AND PUBLISHER welcomes from its readers examples of their printed work. This for the purposes of review and illustration.

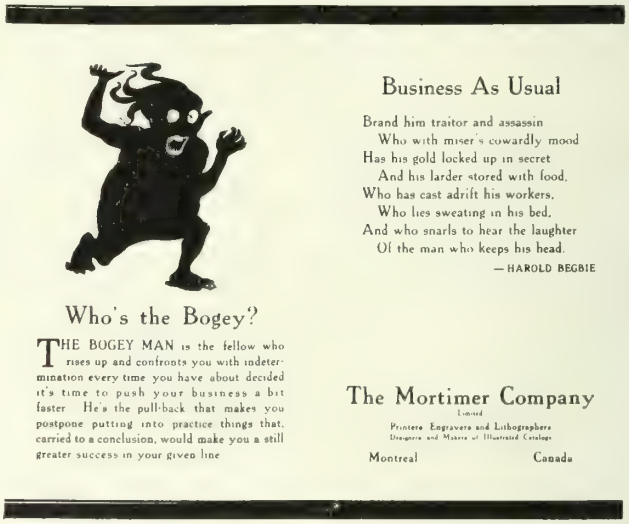
While examples of superfine printing are particularly desired, the work of ambitious beginners is equally solicited. PRINTER AND PUBLISHER'S aim is to help those greatly in need of help—to encourage those who have not attained the heights, yet whose faces are set resolutely towards the summits of perfection. The top rung of the ladder is reached by means of lower rungs.

Let the timid or unconfident compositor in a country office remember this, and let him send for review the children of his hands and brain.

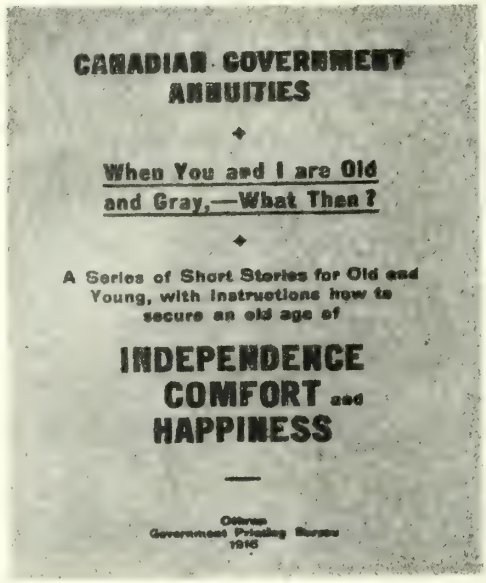
From the LEADER PUBLISHING COMPANY, Regina, comes an eight-page booklet, describing its facilities in general for the production of high-grade printing. The cover is very distinctive, being printed on a dark brown stock in brown and gold, the title "Leader Quality" being in brown, along with the signature, and an Indian head in gold, all being embossed. The inside has been printed in black and buff on white coated stock and presents a neat and harmonious effect. From a typographical point of view it could have been improved by more careful spacing; for instance the half-tone on the front page is a quarter of an inch below centre whereas it should be that much above, or a trifle more; the indention on the second line within initials should vary according to shape of initials so the space will be equal to that on the bottom; and the paragraph indentions would be better if half an em less.



Cover design on Government publication produced for distribution at the San Francisco Exhibition. Job on its typographical side the work of that fine artist, Harry W. Leggett, Ottawa



Folder by the Mortimer Co., Montreal; original in black, green and orange. Well handled and good copy.



Cover of Dominion Government publication. Original in black and dark grey stock. See the accompanying re-treatment of this cover design, by E. E. Adams, and and note how good typography can secure infinitely better effects.

CANADIAN GOVERNMENT ANNUITY DEPT.—This Dept. has issued a booklet, with instructions how to secure Independence, Comfort and Happiness in old age. In comparing it with booklets issued by insurance companies, who are competing in some ways with this Government Dept., it is very inferior, and shows a lack of planning, typographically. There may be a wide difference of opinion as to whether insurance literature should be attractive or not; it should be attractive enough to cause one to be interested. But be it ever so plain, it can be well planned, well set, and well printed. This booklet from cover to last page is a poor representative of our Government Printing Bureau, and it is regrettable that H. W. Leggett, who is in charge of the Department of Interior Printing has not the designing of other Government Printing.

The cover page and title are reproduced, with suggestions for improvement.

"When you and I are old and gray—
what then?"

—

Canadian Government Annuities

A Series of Short Stories for Old and Young, with instructions how to secure an old age of Independence, Comfort and Happiness

—

Ottawa
Government Printing Bureau
1915

A Reset of the Cover reproduced opposite, showing a more simple and readable design by means of fewer groups and all lower case. This design was set with the same cover stock in view as original, viz: dark grey; and a black ink job.

H. W. LEGGETT, Ottawa, Ont.—The five Government books of the Water Powers of Canada are well designed and well printed. The covers, printed in bronze blue on blue stock, with a suggestion of a waterfall in the design, are simple and at the same time, attractive. One of the covers is here reproduced.

THE ART PRESS, Weyburn, Sask.—Your blotter is a very appropriate piece of advertising. The motto card would have been improved if the periods had been omitted at the end, and a more squared effect given to the signature by putting the word "Printing" in the line above, and lining the last line up with the first two. In both jobs the red should have been more of an orange. A study of a color chart shows blue and orange to be complementary or harmonizing colors and red complementary to green.

Here let it be said in passing that the copy and typographical treatment of blotters are matters requiring very careful attention. Blotter advertising is not always as effective as it can be made—and it is often the printer's fault.

Preparing for The Big Drive !

What about preparing a big drive for fall and winter business? If you are going after more business, we can supply the munitions—anything from 1¿ to 1000¿ printed projectiles, guaranteed to produce results, turned out on short notice. Enlist our services now—we can assist you in annexing more trade



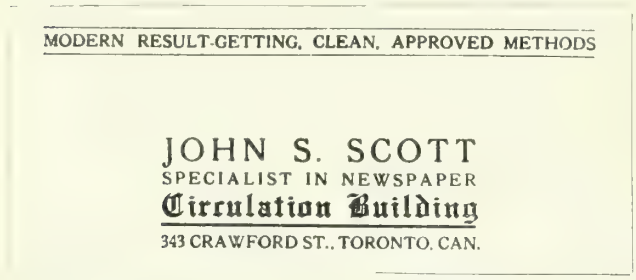
THE ART PRESS
COMMERCIAL PRINTERS
Telephone 210 · Weyburn, Sask.

Blotter by the Art Press, Weyburn, Sask., in two colors. See critical comment on this blotter.

ROBT. A. JARVIS, Newcastle, N.B.—Your cover for Kent County S. S. Association is very neat and well-balanced, but you would have had a better effect still, by omitting the underlines, and lowering the ornament half an inch. The letter head for Limes & Read is well arranged but the underlines in this case also seem unnecessary and tend to detract from the type. Space should be omitted between the "N.B."

SOUTHAM PRESS, Toronto and Montreal.—This firm is issuing a series of war bulletins in the shape of a wall hanger. No. 10, was received this month. It is printed in purple on a mauve tint, check design stock, with a blind embossed border, and trade mark, which is in the lower left-hand corner. It has a purple cord at top, giving a very rich appearance.

ACTON PUBLISHING CO., Toronto.—This firm has sent out an announcement of the return of its President to active management. It is printed in black and gold on white, deckle-edge Strathmore, with two tip-ons of half-tones on the two inside pages; tied with a brown cord; which makes a very rich and dignified folder. A letter head and card printed by this firm for John S. Scott shows careful handling of type and color selection. The card is reproduced.



Business card produced by the Acton Publishing Co., Toronto, in two colors. Shows careful handling of type and color.

CHAS. A. ROWE, Richmond Hill.—Your work in general is too decorative, and you should confine your setting to few faces of type and group more. The border on your letter head does not harmonize with script; in fact this type should not be used with decorative borders.

Newfoundland Journalist Passes Away

IN THE passing from this earthly pedestal on Monday, November 1, at his home in Newfoundland, there was extinguished, though not altogether prematurely, a brilliant light from among the literary fraternity of the country in the person of Mr. Maurice A. Devine, J.P., Clerk of the Central District Court.

Mr. Devine was in his fifty-eighth year, and only since the early part of 1915 had he been privileged to enjoy his new vocation under the Crown, which, after serving a strenuous journalistic career of upwards of thirty years, added distinction to his abilities as well as a prospect of comparative ease in his declining years.

Mr. Devine was born in King's Cove, Bonavista Bay, to which place his grandparents had emigrated in 1812 from Kerry, Ireland. He was educated at St. Bonaventure's College, St. John's, and on returning home taught school at his native town for a few years. He took up his permanent abode in the capital forty years ago, entering into the commercial life of the country.

In this occupation he made no long tarry, and in 1886 entered the profession of journalism by joining the reportorial staff of the *Colonist*, which newspaper was then edited and managed by the late P. R. Bowers. In this capacity he remained until the memorable conflagration of 1892, when a considerable portion of St. John's was reduced to ashes and commerce throughout the island was more or less demoralized thereby. Shortly after this, in partnership with M. J. O'Mara, he launched the *Trade Review*, the editorship of which was in his hands until four years ago, when Mr. O'Mara, up till then the publisher, gave up his interest in the paper and Mr. Devine became sole owner. This he held until the beginning of 1915, when he forsook the editorial sanctum to take up the duties of Clerk of the District Court.

During the continuance of the twenty-odd years Mr. Devine, by his integrity, zeal and devotion, made his paper the commercial mouthpiece of the colony. It illustrated in an apt way his knowledge of business gained in early life. His real forte, however, was humorous writing, with which he filled the pages of the *Colonist* in the eighties. His skits on police court happenings will long be remembered and they carry with them true examples of humor and intellectual brilliancy. He was also well informed on local traditions, and with his partner, Mr. O'Mara, published a book of dates respecting important events of the colony.

Like many other men of the newspaper type, Mr. Devine was associated with political life, and in 1897 contested St. George's district, and in 1908 and 1909 St. John's East, without, however, being successful, but for some years he was connected with the Legislature as Supervisor of Reporting in the House of Assembly. As a poet he has much to his credit, and there is appended to this sketch an example of his gifts in this respect. In religion he was a Catholic; in social life he was much sought after, as a reader at concerts and entertainments; a pleasing companion, full of diverting stories.

Following is a specimen of Mr. Devine's verse:

GRANNY BATES' HILL

I am wandering back to-night
To visions calm and bright,
As I sit alone within the fire-light's glow,
To the time when boyish dreams
Were tinged with rosy beams,
In the merry, merry days of long ago.
One scene amongst them all
With pleasure I recall,
And memory lingers fondly with it still;
Oh! the pleasure and the joy
When I was a laughing boy,
And when sliding over Granny Bates' Hill.

I see the berg-lined shore,
My Island Home, once more,
I tread thy glassy snow slopes once again,
Tho' I've wandered far away
Across the rolling sea
To find a home beside the hills of Maine,
Thy cherry-cheeked boys,
The girls with romping noise,
Far up thro' memory's vale they throng at will;
I see the hillside white,
I see the moonlight bright,
I see the slides on Granny Bates' Hill.

The snows of sixty years
Have tinged and streaked my hair,
I've many brawny sons to manhood grown.
I see the churchyard still
Beneath the pine-crowned hill,
Where, after death, my body shall be thrown
But in the brands to-night
I trace a vision bright,
A scene that makes my inmost spirit thrill,
I waft a backward sigh
To youthful days gone by,
When sliding over Granny Bates' Hill.

—*Contributed to* PRINTER AND PUBLISHER *by B. Bugden.*

Expanding Canada's Fish Trade

AT the Canadian National Exhibition, Toronto, in September, on Fisheries Day, the Hon. J. D. Hazen, K.C., LL.D., Minister of Marine and Fisheries and Minister of the Naval Service, delivered an address which has been published for widespread distribution.

All editors should possess a copy of this booklet.

Meeting of Western Associated Press

THE annual meeting the the Western Associated Press, marking the completion of the eighth year of the association, held in Winnipeg recently, brought together a large gathering of daily newspaper publishers, representing papers from the head of the lakes to Vancouver and Victoria. Directors for the ensuing year were elceted as follows: E. B. Mackay, Port Arthur *News;* D. Smith, Fort William *Times-Journal;* E. H. Macklin and J. W. Dafoe, *Manitoba Free Press;* C. A. Abraham and E. Back, Winnipeg *Telegram;* R. L. Richardson and J. J. Moncrief, Winnipeg *Tribune;* W. F. Kerr, Regina *Leader;* T. K. McCallum, Saskatoon *Star;* Thos. Miller Moose Jaw *Times;* W. G. Cates, Moose Jaw *News;* W. A. Buchanan, M.P., Lethbridge *Herald;* W. M. Davidson, Calgary *Albertan;* J. H. Woods, Calgary *Herald;* Hon. Frank Oliver, M.P., Edmonton *Bulletin;* M. R. Jennings, Edmonton *Journal;* R. Sutherland, Nelson *News;* and John Nelson, Vancouver *World.*

Officers were elected as follows: President, E. H. Macklin; Vice-President, R. L. Richardson; Treasurer, E. Back; and Secretary, F. J. B. Livesay.

A good deal of routine business in connection with the news services was dealt with, and the continuance of the present day and night leased wire systems provided for.

Publishers of Essex and Kent in Session

A REPRESENTATIVE meeting of the publishers of Essex and Kent was held in the Garner House, Chatham, on Friday afternoon, November 26. Those present were: S. Stephenson, *Planet,* Chatham; A. C. Woodward, *News,* Chatham; J. A. Mackay, *Record,* Windsor; R. R. Brett, *Free Press,* Essex; W. R. Davies, *Herald,* Thamesville; M. Denholm, *News-Tribune,* Blenheim; P. H. Bowyer, *Dominion,* Ridgetown; T. N. Wells, *Times,* Dresden; E. Waghorne, *Herald-Record,* Wallaceburg; W. H. Hellems, *Reporter,* Kingsville; T. F. Epplett, *Journal,* Wheatley; Lane, *Post,* Leamington; Colwell Bros., *News,* Wallaceburg; Geo. J. Claxton, *Plaindealer,* Ridgetown.

The matter of raising the price of weeklies to $1.50 per year was freely discussed, and while all felt that a raise should be made, the general consensus of opinion was that it was not feasible in these two counties, unless the dailies raised their prices correspondingly. The $1.75 and $2.00 dailies going out every morning on the early rural routes, some of them containing a couple of pages of local Western Ontario news each day, was felt to be too big a stumbling block in the way of the weeklies attaining a fair price.

The matter of an increase in clubbing rates was freely discussed, and a resolution passed "that the clubbing rates of this association be at least 25c more than the net rate on all dailies, and 15c more on all weeklies." A strong effort was made to have the regular price adopted generally, as many are now charging it, but some who have a large clubbing business thought it too radical a step. Several of the members do no clubbing and said a word or two against the practice as being hurtful to the advertising interests of the country weekly.

A resolution was also carried unanimously, that in future the publishers of this association will make a charge for every notice of any kind, whether the object of the meeting or concert be for money-making purposes or not, and each publisher agreed to advertise this fact in his paper.

New officers were elected as follows: President—R. R. Brett, *Free Press,* Essex; Vice-President—A. C. Woodward, *The News,* Chatham; Secretary-Treasurer—W. R. Davies, *The Herald,* Thamesville; Executive Committee—W. H. Hellems, Kingsville; Lane, Leamington; Chas. Colwell, Wallaceburg; M. Denholm, Blenheim.

The meeting was one of the best in the history of the association.

Enlistment Campaign

AT THE semi-annual meeting of the Simcoe, North York and East Grey Press Association, held at Barrie, officers were elected as follows: President, C. H. Hale, *Packet,* Orillia; Secretary-Treasurer, J. A. McLaren, *Examiner,* Barrie; Executive, W. H. Davis, *World,* Beeton; David Williams, *Bulletin,* Collingwood; W. G. Cane, *Argus,* Midland; A. N. Fawcett, *Review-Herald,* Thornbury.

The association unanimously adopted a resolution urging the members to lead in an educational recruiting campaign, with a view to promoting enlisting in general, but at the present particularly in the new County of Simcoe Regiment, now under organization.

Overseas Club Tobacco Fund

MANY publishers in Canada have co-operated with the Overseas Club in securing subscriptions with which to buy tobacco for the men in the trenches.

An audited report for the year ending 30th September, shows that a total of £49,985 was received from 170,568 subscribers. An analysis of the subscriptions is in interesting:

Country	No. of Subscribers	Amount Subscribed
Canada	37,510	£11,647
United States	33,561	8,082
Australia and New Zealand	22,396	8,315
Europe	25,586	5,347
Africa	28,050	6,893
Asia	12,881	4,860
South America	5,951	3,558
Central America	4,433	1,283
	170,368	£49,985

Earl Grey, commenting on the report said:

"I was particularly interested to hear that such a large sum has come from Cnaada. I feel sure that it was a very wise move on your part, making arrangements to supply Canadian manufactured tobacco for the Canadian troops."

Canadian publishers who have allied themselves to this work, and those who have not, will read with interest these particulars. Our newspapers do a creditable and charitable thing when they employ their powers to promote worthy objects designed to make the life of Canadian soldiers in the trenches and elsewhere more tolerable. We owe more than we can ever repay to those who fight for us and our Empire.

The Owen Sound Sun

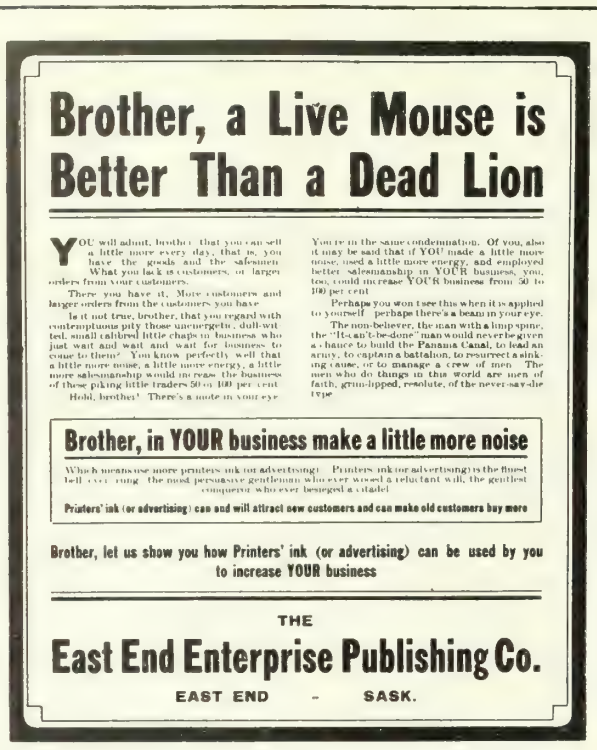
WHEN the circulation of The Owen Sound *Sun* increased to over the 5,000 mark, a new $6,000 Swissplex Press was installed to enable the advertisers of Owen Sound to reap the full benefit of this large circulation. Thus it is possible for the merchants of Owen Sound to reach almost every part of the district on the day the paper is printed—Tuesday or Friday.

Circular Competition

IT WILL be remembered by some readers of PRINTER AND PUBLISHER that in the October issue was provided the text matter of a proposed printer's circular, and that a prize of $5.00 was offered for the best handling of the matter.

But three entries were received—a regrettably small showing. Two came from New Brunswick and the other one from Saskatchewan.

The entries received were creditable to the men who



Brother, a Live Mouse is Better Than a Dead Lion

YOU will admit, brother, that you can sell a little more every day, that is, you have the goods and the salesmen. What you lack is customers, or larger orders from your customers.

There you have it. More customers and larger orders from the customers you have.

Is it not true, brother, that you regard with contemptuous pity those unenergetic, dull-witted, small-calibred little chaps in business who just wait and wait and wait for business to come to them? You know perfectly well that a little more noise, a little more energy, a little more salesmanship would increase the business of these piking little traders 50 to 100 per cent.

Hold, brother! There's a mote in your eye. You're in the same condemnation. Of you, also, it may be said that if YOU made a little more noise, used a little more energy, and employed better salesmanship in YOUR business, you, too, could increase YOUR business from 50 to 100 per cent.

Perhaps you won't see this when it is applied to yourself—perhaps there's a beam in your eye.

The non-believer, the man with a limp spine, the "It-can't-be-done" man would never be given a chance to build the Panama Canal, to lead an army, to captain a battalion, to resurrect a sinking cause, or to manage a crew of men. The men who do things in this world are men of faith, grim-lipped, resolute, of the never-say-die type.

Brother, in YOUR business make a little more noise

Which means use more printers' ink (or advertising). Printers' ink (or advertising) is the finest bell ever rung, the most persuasive gentleman that ever wooed a reluctant will, the gentlest conqueror who ever besieged a citadel.

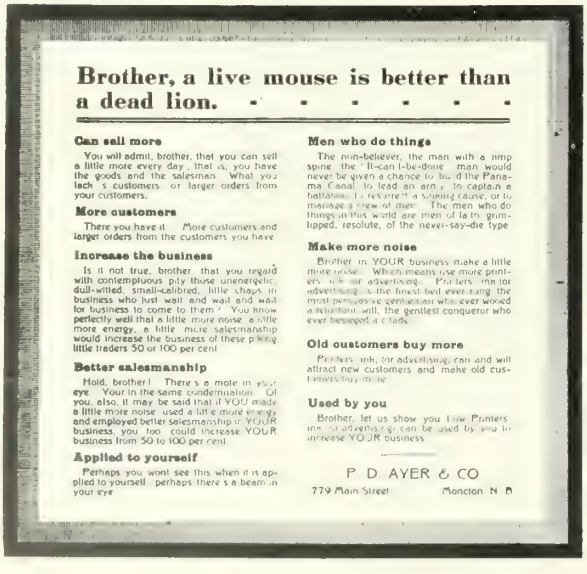
Printers' ink (or advertising) can and will attract new customers and can make old customers buy more

Brother, let us show you how Printers' ink (or advertising) can be used by you to increase YOUR business

THE

East End Enterprise Publishing Co.

EAST END - SASK.



Brother, a live mouse is better than a dead lion.

Can sell more

You will admit, brother, that you can sell a little more every day, that is, you have the goods and the salesman. What you lack is customers, or larger orders from your customers.

More customers

There you have it. More customers and larger orders from the customers you have.

Increase the business

Is it not true, brother, that you regard with contemptuous pity those unenergetic, dull-witted, small-calibred, little chaps in business who just wait and wait and wait for business to come to them? You know perfectly well that a little more noise, a little more energy, a little more salesmanship would increase the business of these piking little traders 50 or 100 per cent.

Better salesmanship

Hold, brother! There's a mote in your eye. Your in the same condemnation. Of you, also, it may be said that if YOU made a little more noise, used a little more energy, and employed better salesmanship in YOUR business, you, too, could increase YOUR business from 50 to 100 per cent.

Applied to yourself

Perhaps you wont see this when it is applied to yourself—perhaps there's a beam in your eye.

Men who do things

The non-believer, the man with a limp spine, the "It-can't-be-done" man would never be given a chance to build the Panama Canal, to lead an army, to captain a battalion, to resurrect a sinking cause, or to manage a crew of men. The men who do things in this world are men of faith, grim-lipped, resolute, of the never-say-die type.

Make more noise

Brother, in YOUR business make a little more noise. Which means use more printers' ink (or advertising). Printers' ink (or advertising) is the finest bell ever rung, the most persuasive gentleman that ever wooed a reluctant will, the gentlest conquetor who ever besieged a citadel.

Old customers buy more

Printers' ink (or advertising) can and will attract new customers and make old customers buy more.

Used by you

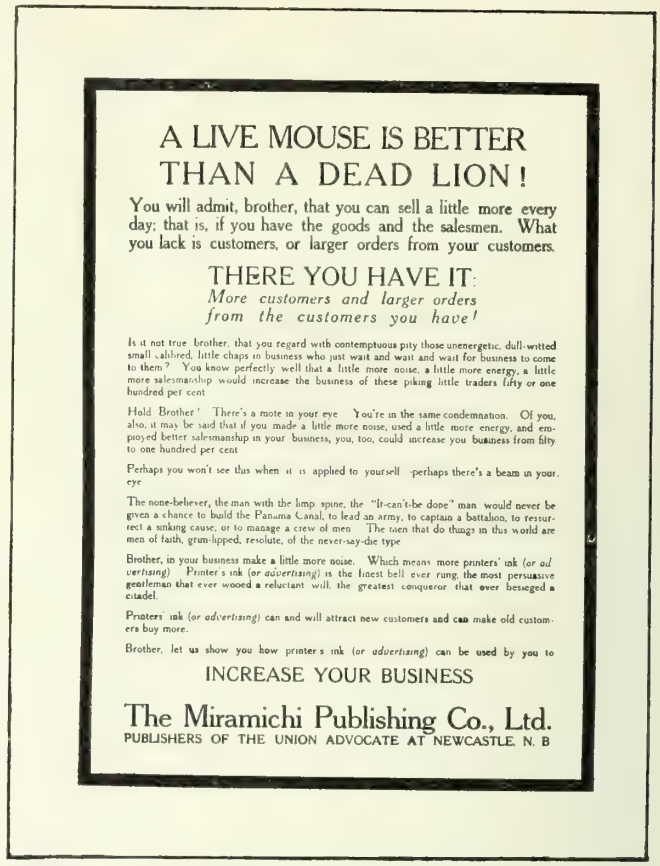
Brother, let us show you how Printers' ink (or advertising) can be used by you to increase YOUR business.

P. D. AYER & CO.

779 Main Street Moncton N. B.

The upper treatment of the matter supplied by *Printer and Publisher* for a Printer's Circular, is by Geo. E. Beane, compositor, with the East End, *Enterprise*, Regina. See note in accompanying article.

The lower treatment has been declared by an independent judge to be the best of the three submitted, and accordingly to J. A. Robinson, whose work it is, is awarded the $5.00 prize. Mr. Robinson is with P. D. Ayer & Co., Moncton, N.B. See the judge's note in the accompanying article.



A LIVE MOUSE IS BETTER THAN A DEAD LION!

You will admit, brother, that you can sell a little more every day; that is, if you have the goods and the salesmen. What you lack is customers, or larger orders from your customers.

THERE YOU HAVE IT:
More customers and larger orders from the customers you have!

Is it not true, brother, that you regard with contemptuous pity those unenergetic, dull-witted small calibred, little chaps in business who just wait and wait and wait for business to come to them? You know perfectly well that a little more noise, a little more energy, a little more salesmanship would increase the business of these piking little traders *fifty* or one hundred per cent.

Hold Brother! There's a mote in your eye. You're in the same condemnation. Of you, also, it may be said that if you made a little more noise, used a little more energy, and employed better salesmanship in your business, you, too, could increase you business from fifty to one hundred per cent.

Perhaps you won't see this when it is applied to yourself—perhaps there's a beam in your eye.

The none-believer, the man with the limp spine, the "It-can't-be done" man would never be given a chance to build the Panama Canal, to lead an army, to captain a battalion, to resurrect a sinking cause, or to manage a crew of men. The men that do things in this world are men of faith, grim-lipped, resolute, of the never-say-die type.

Brother, in your business make a little more noise. Which means more printers' ink (*or advertising*). Printer's ink (*or advertising*) is the finest bell ever rung, the most persuasive gentleman that ever wooed a reluctant will, the greatest conqueror that ever besieged a citadel.

Printers' ink (*or advertising*) can and will attract new customers and can make old customers buy more.

Brother, let us show you how printer's ink (*or advertising*) can be used by you to

INCREASE YOUR BUSINESS

The Miramichi Publishing Co., Ltd.
PUBLISHERS OF THE UNION ADVOCATE AT NEWCASTLE, N. B

Treatment of proposed Printer's Circular by Robt. A. N. Jarvis, Newcastle, N.B. a really very meritorious bit of work. See note accompanying.

submitted them, and PRINTER AND PUBLISHER thanks the three valiant heroes who dared.

It is not the value of the prize that counts in matters of this sort; the main value is in the effort or attempt. The way we all learn is by trying.

PRINTER AND PUBLISHER submitted these entries to an independent judge, and his verdict was accepted absolutely. What he says is as follows:

"J. A. Robinson's appropriation of the copy into a four-page folder, for a No. 8 envelope filler, has made an attractive and forceful piece of advertising for the P. D. Ayer & Co., by whom he is employed. By printing it on a light blue cover stock, in black and a strong blue; and by the use of a twelve point solid border, and a twelve and six point high light border inside of that again, he has obtained a three-color effect. This scheme was carried out on the front and across the two inside pages. The front page would have been improved by lowering the title two picas, as it now has the appearance of being crowded to the top on account of the wider side margins. On the inside pages the heavy hyphens have a tendency to take the eye away from the type, and yet they do not balance up the line with the two words on the left as was intended they should. This could be improved by the use of two cap lines and centering the lower one.

"Robt. A. Jarvis' entry was set for either a circular or ad. As a circular it is rather large. And as an ad. the twelve point border would be too heavy for the Cheltenham type. The white space at the sides of the two display groups at the top gives a wider appearance to the signature. Had the two top lines been full, and the twelve point Cheltenham set about six ems narrower, the quad lines would then have been used up and a more even tone would have been secured in the centre of page.

"Geo. E. Beane's entry in the form of a newspaper ad. is an ad. that will attract attention. The margins and spacing show careful thought, and with the exception of the unequal spacing around the initial, and the inharmonious effect of the half-square corner pieces alongside of the circular corners, there is practically nothing left to criticize."

To Mr. Robinson PRINTER AND PUBLISHER offers its congratulations on his success.

Christmas Printing

AT least one printer in Canada profited by the article in last month's PRINTER AND PUBLISHER, entitled "Making Christmas Put Dollars in Printers' Pockets." This article, it may be remembered, urged printers to take to local retailers the idea that they should issue leaflets or booklets having the general title "Christmas Suggestions." It was pointed out that nearly every retailer has in his stock one or many things suitable as Christmas gifts, and that he ought to define these offerings—this by means of something printed for distribution to the gift-buyers of his community. If any printer wants to see this idea more freely elaborated, he is directed to the November issue of PRINTER AND PUBLISHER.



Cover and inside pages of a brochure sent out by the Leader Publishing Co., Regina, to secure special Christmas printing. The inspiration came from an article appearing in the November issue of *Printer and Publisher*.
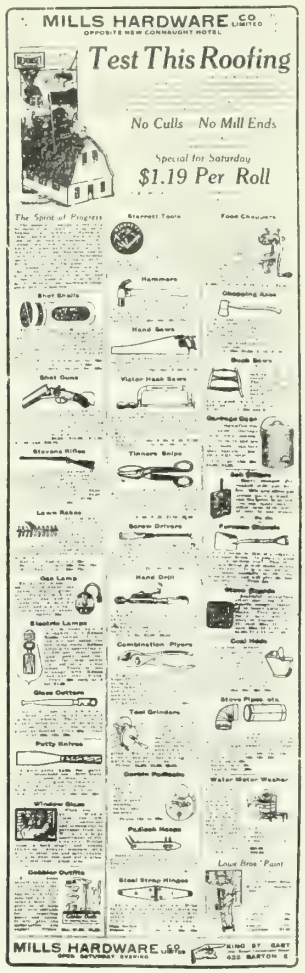
The printing firm which acted promptly on the hint given is The Regina *Leader* Publishing Co., of whose job-printing department N. L. Lance is manager:

Mr. Lance went to no little trouble and expense to sell this idea to local Regina retailers. He prepared a very attractive brochure, envelope size, and showed several suggested cover designs. The cover of the booklet, and two of the proposed cover treatments are shown herewith. One other cover was for a book shop, and was entitled "Christmas Tales," and was an exceedingly pleasing bit of work.

It is unnecessary to say more in this connection—except this: If any printer is in earnest in his expressed desired to do and win more business, he must be creative in his selling and must bestir himself. Otherwise, only business of the drift or shopping type, or the business already secured and held (and which may slide away to some competitor some black morning), is likely to be done.

Advertisements That Pulled

IN the September issue of PRINTER AND PUBLISHER was an item relating to an advertisement in the Halifax *Evening Mail*—an advertisement of pineapples. From a single insertion of an advertisement of less than 400 lines—a sale of 1,570 pineapples in five hours was the result—at the rate of 5 a minute! This was the second sale the advertiser had held within a week.



This advertisement sold, among other things, in the day following its appearance, 85 rolls of the roofing and over 500 of the electric lamps advertised in it.

The advertisement reproduced herewith resulted in a sale of 85 rolls of the roofing advertised in a single day, and of over 500 of the electric lamps. The advertisement occupied a space the full column depth of the newspaper.

PRINTER AND PUBLISHER wishes to reproduce other advertisements appearing in Canadian newspapers to which interesting history attaches. Publishers, send along the feathers you wear in your caps and let them proclaim the good news that good advertising in a good medium gets results.

Thanks Very Many, Mr. Spicer

Nov. 15th, 1915.

That you may know that your efforts are appreciated, I take pleasure in saying that the November issue of PRINTER AND PUBLISHER is not only a splendid number and intensely interesting, but in my judgment the best number you have ever issued.

My congratulations.

F. W. SPICER,
Vice-President,
The Fourth Estate, New York.

THE EDITORS' VIEWPOINT

Take an Inventory

TAKE stock of your business on or about the first of the year. Find out what you have, set a value on everything, and write it all out in a special book. Allow for wear and tear. So will you prove yourself a business man.

The taking of any annual inventory by printers and publishers is not by any means as common as it is with grocers, hardwaremen and other classes of retailers. Yet an annual summing up of one's assets and liabilities is as desirable in the case of printers and publishers, as in the case of other traders; and is just as possible.

One of the advantages of an annual investigation into what one possesses and owns is that it spurs men in two directions: to get rid of stock that has outstayed its welcome and that is fast deteriorating in value to the point of final extinction; and to attempt more. Where there is no annual house-cleaning, dirt and rubbish accumulate, and these have their deadening effect on minds and wills of those who occupy ill-kept homes. Just as a bath has hygienic and moral value to him in need of it, so a clean-up in the printing and business office has a tonic value to those who spend their day or night hours in the rooms or quarters requiring attention.

The After-Christmas Reaction

EVERYBODY in the retail business knows that following the greatly stimulated Christmas shopping there is a period more or less prolonged of trade dullness; and most of us have concluded that this condition is inevitable. Yet it has been proven that January and February can be made busy months in the retail business—proven in Canada and elsewhere by the department stores. In January two special sales are put on by this class of business house: whitewear and enamelware. In February, furniture and house furnishings are made trade magnets. The successful introduction of these special sales by the big stores is an effective answer to those who are so ready to say "It can't be done."

Usually inspirations come from without: we get our uplifts and visions from and through others. This means, if it means anything, that retail merchants in many a Canadian town and city must get their impulse to "start something" in January and February from the printers and publishers in their communities. The printer if he wants and needs business very badly must take ideas to those from whom he would like orders, and the publisher must do likewise. Both should plan things in advance, for time must be taken into account in launching a new idea.

In this good month of December, printers and publishers should go to local retailers with their proposals for January and February. If it be urged that the getting of special Christmas advertising is problem enough for December then PRINTER AND PUBLISHER respectfully suggests that the securing of special Christmas advertising should have been fully attended to in November.

Big stores—big businesses of all sorts—plan ahead. They are three, six, twelve months in advance of the calendar always—from necessity. Even humble retailers are accustomed to acting ahead : they order footwear, import dry goods and china, canned goods, certain lines of hardware many months in advance of delivery—this from necessity. But in their selling plans, the average retailer is not planned ahead for as much as a fortnight. He has absolutely no programme. He goes simply forward from day to day, and in this circumstance is found the explanation of dull months—dull Januarys and Februarys and dull summer months.

Since printers and publishers suffer because of retailers' poor business methods they have something to gain from a correction of a condition of things that is adverse to their interests; and therefore self- interest imposes on them the obilgation of educating, stirring up, the retailers whose money they want, to turn dull months into busy ones. THIS BY PREVIOUS PREPARATION.

Many a printer and publisher will assuredly protest against the suggestion that he has any interest or any duty in the matter of making retailers better business men; and in so doing he will show himself near-sighted, and a lover of his rocking-chair. The big men in any and every line of business are big because they refuse to remain little—this by bursting the conventions, daring the unusual, and working like the old Harry.

Publishers' Unbelief in Advertising

AN AMUSING circumstance, and one in which there is something lamentable, had as its background the office of the advertising manager of a Toronto daily newspaper. An out-of-town daily newspaper wanted an advertising solicitor, and the business manager of it was told very confidently by the Toronto advertising manager that he would be sure to find the desired man by means of a "Want" advertisement in the said Toronto daily. Whether or not the man wanted was found is immaterial here and now.

Later, this same Toronto advertising manager gave as his sole reason for not attempting a certain plan of procuring additional advertising that he "couldn't find the man to go out and sell it."

Newspaper publishers are queer people when it comes to showing their own faith in the value and potency of newspaper advertising. In Toronto one can see on the bill-boards and in the street cars the paid-for advertisements of daily newspapers; but one rarely sees the advertising of these newspapers in sister newspapers; and even in their own columns the advertising of advertising and of their own mediums is conspicuous by its absence. What is true of Toronto is doubtless true of other Canadian cities.

Men whose business makes it necessary for them to solicit publishers' advertising are met with replies which would have unfortunate results if communicated to advertisers. Generally their reason or excuses for not advertising are identical with the reasons or excuses given by those on whom the newspaper's solicitors call, well-armed with masterful arguments why the proferred reasons or excuses are insubstantial.

The publisher's faith in advertising—in using publica-

tions which are subscribed to by space-buyers—must have practical exemplifications, by their *purchasing* space and maintaining a long-sustained series of advertisements. When publishers become liberal takers of their own prescriptions, they will speed the coming of the day when the present non-believers in and non-users of advertising shall be generous users of publishers' white space.

The Advertising of Thrift

FROM pulpit, platform, halls of learning and wisdom, ministers of the Crown, and editors are being received counsels pertaining to private, personal, civic and national thrift. These warnings against improvidence and these calls for economy should be forerunners of the public advertising of thrift—by banks, financial houses and life insurance companies, the three classes of institutions that profit from the exercise of thrift.

But banks, financial houses and life insurance companies are not likely to advertise Thrift in any big and general way unless the advertising departments of newspapers persuade them to do so.

Suppose that each of our chartered banks should contribute a lump sum in proportion to its rank, as determined by paid-up capital or incorporation capital—say a total in all of $25,000, or even $50,000, it would be an easy burden, and there would be provided a sum which would enable banks to present the idea of thrift as represented by a savings fund, in spaces of generous size, in messages of compelling power, and in daily and weekly newspapers everywhere in Canada. All this in addition, let it be remembered, to what they are now doing individually to advertise their own services and facilities.

In like manner, life insurances can and should combine to advertise the big and fine subject of life insurance—this is a co-operative way.

Advertising of this nature is good and needful at all times, but there are special reasons why at this particular time the idea of thrift should be urged, by means of displayed advertising in the public press, on individuals, communities and the nation.

The business of developing advertising of this character must be somebody's business. No advertising agency can develop it. Banks and life insurance companies of their own initiative will not unite to advertise thrift. Individual publishers cannot accomplish the desired end. The idea must be sold by publishers in unison, and Canadian publishers in unison are represented by the Canadian Press Association. Thus the matter of developing the idea of co-operative advertising of Thrift by banks and life insurance companies becomes a charge on the Canadian Press Association.

Unfortunately the Canadian Press Association has no promotion organization, and anything in the way of promotion work has to be grafted on to the current activities of the manager and his assistant. While these men have shown themselves ready to and capable of doing promotion work, they have found themselves unable for various reasons to perform this class of service in addition to their other duties, except at an excessive cost of time and vitality, and at a sacrifice of other duties.

The time is ripe for the creation of a promotion department in connection with the C. P. A.; and the time is also ripe—very, very ripe—for the successful advertising of thrift, for everybody is in a responsive mood, and the advising of thrift would have extraneous reinforcement—the urgings of governments, preachers, teachers, economists, editors, and others having power to influence public opinion and direct the practices of the people.

Selling Something Else

OFTEN it happens that to sell what one has to sell, one has to sell something else first. This will be clear by an illustration or two.

A steamship company desiring to sell tickets for a pleasure cruise endeavors first of all to paint the picture of the delights of travel. If it can successfully implant the desire and purpose to see the far-off lands incorporated in the itinerary of the cruise then the sale of a ticket follows as a matter of course. In the same way railways talk of the seaside or the mountains or of national parks or of cities of magnitude or charm.

A maker of a lighting system for shops, factories and assembly halls has first of all to sell the idea of better light before he can hope to interest prospects in his lamps. The makers of adding machines must talk chiefly the gains of accuracy and speed in the accounting department before they can hope to sell their device. Makers of musical instruments talk of the delights of music, hoping thereby to arouse a desire to possess a piano or a Victrola.

When cases such as these are cited, it is clearly perceived that frequently, if not generally, one must sell something which one does not possess in order to sell what one does possess.

Yet in the realms of publishing and printing, it is uncommon to find canvassers selling the thing to which printed advertisements are a highway in advance of selling their own product. Listen to the common canvass of a newspaper solicitor, and you will find that he talks nine-tenths of his time on his medium and one-tenth on the business or objects of the man whose order he wants.

For years a bright young salesman, representing a trade newspaper, was resisted by a large manufacturer. An investigation into the cause of his failure revealed the fact that this manufacturer did not believe in trade newspaper advertising. Clearly the thing needed in this case was to convert the man to a belief in trade newspaper advertising. This was absolutely essential before a trade newspaper would be used.

A manufacturer of a printing device, complaining of the lack of responsiveness on the part of buyers of his article, was urged to adopt a new line of approach: it was suggested to him that he should show possible buyers of his device how they could use it to make money out of it. "What!" he exclaimed in protest, "do you mean to say that I should teach them *how* to sell printing?"

A lace-curtain manufacturer in an American city not only makes curtains but goes far in the direction of helping its retail distributors to sell curtains: it provides them gratis with very fine advertisements in the form of electrotypes; it suggests shop exhibitions of the "home beautiful" type; it provides retailers with very handsome colored interiors in which curtains are shown prominently. That is, this firm endeavors, through the retailer, to create in his community an appreciation of tastefully furnished homes, knowing that if it can create an interest in aesthetic home-furnishing, it will create a demand for its curtains.

Long-headed salesmanship places first emphasis on what the buyer wants or should have, and tries to arouse desire for the fruits or rewards or gains of possessing or using machines, merchandise, or service; knowing that when vision is enlightened and desire excited, the purchase of the means to desired ends is inevitable and therefore a minor matter. But to urge the purchase of a commodity or service before desire for it has been developed is putting the cart before the horse and is the explanation of the great majority of failures of salesmanship.

Sure Signs

THE IRON AGE, New York, has sent out an announcement dated Nov. 20th, that no further business can be accepted for its Annual Review Number of Jan. 6th, 1916, as all available space for this issue has been taken.

Not many publishers of a weekly publication are ever in a position to make an announcement of this nature so long in advance of date of publication.

Not only does this situation speak eloquently of wonderfully improved trade conditions, but it is a fine tribute to the man at the head of the advertising department of The *Iron Age*, Mr. C. S. Baur. Mr. Baur, writing to PRINTER AND PUBLISHER a fraternal letter says:

"If we attempted to take more space for the Annual Review Number, the issue would undoubtedly exceed the foreign weight limit, which is 4 lbs. 6 oz. We do not know of any publisher ever sending out an announcement of this kind before."

The *Iron Age* made use of a series of very fine poster stamps in advertising this special issue.

Simcoe Reformer's Birthday

WE FORGOT to chronicle the fact of the *Reformer* having had a birthday, but last week we began our fifty-eighth volume. Fifty-seven years ago, on the first Thursday afternoon of November, William H. Oliver issued the first number of the *Erie News*, a name soon changed to *Norfolk Reformer*.

Oliver did not stay long in Simcoe, leaving here at the expiration of a year and a half, selling the paper to William Buckingham, and becoming himself editor of the Cornwall *Freeholder*. In 1865 he forsook journalism for the study of medicine. After graduating he practised in Petrolea; thence he moved to LaSalle, Ill., finally to Chicago. He died there in 1904.

Dr. Oliver was born in Bayswater, London, England, in 1824, and before coming to Canada, which he did in 1854, he had won considerable prominence as an editor and contributor to various publications. He came to Canada under contract to edit a paper in Cobourg, but remained there only a few months. From 1855 to 1858, he owned and edited the Paris *Star*. The Washington press, still a treasured item of the *Reformer's* plant, is said to have been the press upon which the *Star* was printed, and an office tradition still lingers that it once reposed in the bed of the Grand River, having been pitched there by indignant citizens who did not take kindly to some of Oliver's strenuous opinions.—Simcoe *Reformer*.

Canada's First One-Cent Daily

TORONTO is indebted to A. H. St. Germain for being the first to publish a one-cent daily newspaper, not only in that city, but in Canada.

A. H. St. Germain was born at Kingston, Ont., in 1827. He was the son of Hyacinthe Le Mere St. Germain. The latter was a lineal descendant of Rudolph St. Germain, who was a compainion of Jacques Cartier in the discovery and exploration of the Canadas. All of Mr. St. Germain's early life was spent under the shadow of the guns of old Fort Frontenac.

Before leaving there, in 1849, having embraced journalism, he was one of the proprietors of the Kingston *Herald*, one of the oldest papers in the colony. The California gold fever, which was raging at the time, attracted him from the editorial chair; but, after tempting fortune on the Pacific coast for a period, he returned to Canada in the seventies, and taking up his residence in Toronto, commenced the publication of The Toronto *Evening Journal*—the first one-cent daily.

A. H. St. Germain's connection with the newspaper publishing business came to a close in 1882, when he retired to a Yonge street farm of 185 acres—then three and a half miles from the city limits—where he restfully lives out the balance of his busy, useful allotted span.

Ancient Newspapers

The oldest newspapers are not to be found in Europe, as even the oldest established British and Continental journals are infants as compared with some of those published in the Far East.

According to a French authority, the *Pekin News* has now been appearing regularly for a matter of thirteen hundred years, having been issued first in the sixth century. This might be difficult to prove, but there is no doubt that the *Pekin Gazette*, containing Imperial rescripts and official news, dates back at least to the ninth century, and is still going strong.

Les Petites Affiches, commenced in 1611 and "still running," can claim, according to a writer in the *Daily Chronicle*, to be the oldest newspaper not only in France, but in Europe. Next to it in seniority comes the *Frankfurter Journal*, which began its career in 1615, and, like *Les Petites Affiches*, still survives. Third place belonged to the *Nieuwe Tydinghen*, of Antwerp, born in 1616. America's first real newspaper was the *Weekly News*, launched by one Nathaniel Butter in 1622. It attained a considerable circulation, but perished long since. The oldest surviving English journal is the *London Gazette*, which first appeared in 1665.

Ottawa's Enviable Position

THE Capital City has suffered less as a result of the present great war than any other Canadian centre.

Business conditions in Ottawa are good—Ottawa's pay rolls have not decreased, and in proportion to population Ottawa's per capita earning power is the biggest in Canada. Our three principal pay rolls—Industrial, Governmental and Railways combined, distribute annually nearly $18,000,000.

The above facts explain to some extent why Ottawa's progressive retail merchants report an ever-increasing volume of business. Truly Ottawa's position to-day is an enviable one.—Ottawa *Journal*.

A New Publication

FRANCIS EMERY FITCH, Inc., who for the past third of a century has carried on business as a financial publisher on Wall street, has just issued the first number of the *Canadian Municipal Record*, the editor being J. R. Bartholomew, of the firm of Lee, Higginson & Co., well-known American bond dealers.

The distribution of this book—the first of its kind—reflects the great change which has come over the financial life of this continent. It embodies the judgment of the largest dealers that in the years to come the bonds of the municipalities of Canada will pass in increasing measure to American investors, the securities being absorbed by the vast market which is so rapidly developing in the United States.

The Evolution of Printing

PRINTING is the art of taking by pressure copies on paper or other material, of an original design or description, coated with color or ink. It was practised by the Japanese and Chinese in the sixth century, and was introduced into Europe in 1450, by Guttenburg, and into England by Caxton in 1472. Caxton's printing machine or press was a very crude one, but like all other great and wonderful machines has developed into a monster of almost human ability, and to-day hundreds of our workmen are employed to produce the vast army of them now at work in our own country and abroad.

Printing presses may be classed under three heads, the rotary, in which the type is in the form of a half-cylinder; cylinder, in which the type travels on a flat carriage under the paper; and platen, in which the type is pressed against the paper by contact with a platen or flat plate. The "hand press" was the only type used until about 1811, and for general proving this type of press is still largely used. The most prominent example of reciprocating presses, is the "Wharfdale" or "Single Stop Cylinder" machine.

In all "power-driven presses," great care and accuracy are required in designing to ensure that the movement of the table carrying the type is in symphony with the cylinder.

In the rotary machines the carriage carrying the type is dispensed with, two cylinders being employed instead, the type being in the form of a curved plate.

THE LATEST TYPE OF ROTARY PRESS

The "double octuple press" is the latest type of rotary and embodies many special features. In this machine the paper is fed in from a roll, the machine performing all the necessary operations of printing, gumming the sheets together, cutting to size, folding, and finally delivering the copies counted. It is a wonderful sight to watch one of these presses at work, performing each operation with a precision unequalled by human manipulation, and at a speed almost incredible. One hundred and twenty-eight sterotyped plates are required for this machine to produce a paper of thirty-two pages; the ink being distributed by about one hundred rollers.

The method of driving presses is from a counter or main shaft by pulleys and belts. This, however, is gradually being ousted by the direct-drive, or one motor, one machine, which is a great saving in power, as belt drives absorb about 45 per cent. in the friction between the belt and pulleys, and in the journals of the bearings, etc. The power required to drive the "double octuple press" amounts to about 150 horse-power.

With regard to type the early examples were made of wood, and it was the Koreans who first invented copper type and used it; modern type is made of a composition of lead and tin, but brass is used in the smaller varieties.

Type-setting or composing was entirely done by hand until 1872, when C. Kastenbein invented the first mechanical compositor, which has since developed into the linotype and monotype. In the linotype, the type is carried in a magazine at the top of the machine, each respective letter being in a separate box. A keyboard is fitted on which the operator types the matter to be printed; as the keys are depressed the letter corresponding to it falls into a slot; when a line is complete, the type is conveyed into a miniature foundry, which casts the whole line, delivering it at the side of the machine, the type meanwhile being transferred by a very ingenious arrangement back again into the respective boxes.

In the monotype, the letters are cast individually. The composing is done on a separate keyboard, which punctures a sheet of paper,—a distinctive puncture for each character,—after the style of perforated music for player-pianos. This perforated roll is transferred to the type-casting machine, which, when set in operation, casts the type. By interchanging moulds or matrixes, the same composition can be set in many different faces and sizes.

The Problem of Over-Equipment

ONE of the greatest problems now confronting the printing industry in the buying of the average printer, is the problem of over-equipment.

The average cylinder press should earn a profit of 40 cents an hour; the average job press, a profit of 20 cents an hour; the cylinder costs on the average, $3,000; the job press, $225. To be commensurate with its earning capacity, the job press should cost $1,500. This condition permits individuals to go into the printing industry without capital. The question is, what is the remedy?

Is it possible to place the printing industry in the ranks with dividend industries, so long as individuals can enter into the field of competition without capital, and without preparation?

We do not believe there is any practical solution for the problem of over-equipment.

The type foundries are as helpless as the printer. Should the type foundries raise the price of job presses to $1,500, it would only be a short time until there would be many concerns organized to manufacture and sell job presses at a lower price.

We believe, however, that the wide-awake printer can assist in relieving the situation, if he will equip his plant individually up-to-date, with the most modern and complete equipment, putting himself out of competition with that plant which is composed of second-hand machinery, and worn out equipment.—*Ben Franklin Witness.*

Don't Forget Half-Tone Make-Ready

HALF-TONE make-ready is not yet an exact science. There is no fixed rule giving the number of sheets to be used in overlaying half-tones. Some use three sheets of paper, first taking up the solids, then taking up the gray, and lastly only leaving out the high-lights, slightly scraping the extreme high-lights. Some pressmen, to secure very artistic results, use varying grades and thicknesses of paper This. however, depends upon the nature of the half-tone. Some pressmen underlay the plate, but, when a wooden block is used, the underlaying works into the block in long runs and is not advisable except in vignettes when a thin cardboard is used. Tinfoil is used by many good pressmen for this purpose.

After having made a suitable overlay, use good full-bodied ink and short ink tack. Very beautiful effects are obtained by using double-tone inks. Great care must always be taken, and slip-sheeting should always be resorted to in double-tone ink work. It may seem dry, but the moisture will almost invariably act upon such ink and spoil the work. It must be absolutely dry. Set the rollers so that they will roll the form lightly. They must not dip, so as to strike it abruptly, but roll gently over surface; carry little ink.

Bearers for the Proof Press

KEEP two pieces of heavy brass or wood rule at the proof press to use at either side of the light forms, or those having letters with kerns or other projections likely to be injured by severe pressure. The use of such "bearers" also greatly improves the appearance of the proof and effectively does away with the unsightly punching so frequently found on the end of forms put through the press.

NEWS ITEMS--MAINLY PERSONAL

BRITISH COLUMBIA

R. T. Williams is the new publisher of the Cranbrook *Herald*. He has taken over the paper on provisional lease agreement, and may continue to publish the *Herald*, which it was announced recently would suspend.

Sergeant "Doc" Wells, former B.C. newspaper man, on the staff of the Vancouver *Province*, who enlisted with the 1st British Columbia regiment, was in the heavy engagement at St. Julien, there wounded and taken prisoner and kept in the German detention camps four months, during which time he had his left arm amputated. He is now in Ottawa carrying on a recruiting campaign in behalf of the 77th Battalion. He is also retained to accompany the war pictures which were taken by official photographer Dwyer, of Victoria.

On Wednesday the municipal council of Maillardville discussed the terms of a letter received from the solicitors of the Coquitlam Star Publishing Company, setting forth the intelligence that they propose to collect the entire sum of the account rendered in connection with advertising the tax sale of Coquitlam municipal lands, and which amounts in all to the tidy sum of $8,611. The council's offer to pay Mr. George Pyke, the proprietor, $2,200 in full settlement was turned down cold. The council decided to reiterate the terms of their original offer of settlement, and should this be refused it was intimated the municipality was prepared to fight the issue in the courts.

ALBERTA

Editor and Publisher McKenzie of the Strathmore *Standard* has joined the colors.

The Daysland *Press* has raised the subscription rate to $1 25 a year after Jan. 1, 1916.

J. H. Salton, formerly of the Mirror *Journal*, has taken over the Olive *News-Record*.

The Innisfail *Province* has moved into more commodious quarters, opposite the Post Office.

Miss Anne Merrill, of Edmonton, is en route to the front. Miss Merrill has been on the editorial staff of the Edmonton *Journal* for some years.

Joe Gorman, sporting editor of the *Times*, has left for Dayton, O., where he will take a course in aviation in preparation for active service with the Royal Flying Corps.

A. L. Eastley of the Killam *News*, Lougheed *Express*, and Bawlf *Sun* has also acquired the Sedgewick *Sentinel* of A. J. Honey, the owner and publisher for the last 8 years.

The two Red Deer newspapers have six representatives with the soldiers—two sons of Mayor Carswell of the *News*, "Somewhere in France," three at Shorncliffe, and one in training at Calgary.

Frank Whiteside, M.P.P., editor of the Castor *Advance*, expressed his opinion pretty freely as to what he considered an unjustifiable conduct of the agent of the Attorney-General in a small case affecting a resident of his district, and the Supreme Court of Alberta found him guilty of contempt of Court and fined him $25 and costs. An interesting point in the case was that the four judges held that even where there could be no jury, in a case according to the statute, the judge himself might still be influenced by newspaper comment

SASKATCHEWAN

R. H. Matthews, former editor and proprietor of the Scott *Herald*, is on a short furlough to Canada.

The Young *Journal* has moved its plant to new premises, the former Campbell Realty Co. building.

C. W. McCool, city editor of The Saskatoon *Phoenix* left last night over the C.P.R. for Winnipeg, there to enlist Mr. McCool's home is at Burriss, Ontario.

The Whip, edited by Geo. R. Belton, is a new weekly in Saskatoon. Its mission is to ply the lash where it is most needed and calculated to have the greatest effect especially in municipal affairs.

John Cairns, for the past six years business manager of the Saskatoon *Phoenix*, has applied to be taken on the strength of the new Highland regiment about to be raised in this district. His son Robert Balfour Cairns, 18 years old, will also accompany him.

MANITOBA

The *Grain Trade News* of Winnipeg is now published daily.

Lieut. E. F. S. Mather, formerly of the Winnipeg *Telegram*, was married recently to Miss Kate Stovel.

The Dauphin *Press* has again changed hands, Jas. W. Nichol has disposed of his interest in the business to Mr. Gurton, of Dauphin.

J. B. Graham, formerly editor and proprietor of the Melita *Enterprize*, has returned from a visit to Banff and other western points. Mr. Graham will spend the winter with his daughter at Grandview.

George C. Porter, news editor of The Winnipeg *Telegram*, and one of the best known of western Canadian newspapermen, was a visitor to Vancouver.

Mr. Porter has been engaged in newspaper work in Canada for some fifteen years. Before coming to Winnipeg he was connected with some of the biggest eastern journals.

The appointment of George Batho as editor of agricultural publications for the Manitoba Department of Agriculture, has been announced. His duties will be to furnish farmers of the province with all the practical information which the department of agriculture and the agricultural college can supply. This form of assistance wil be greatly extended in future. For the last twelve years Mr. Batho has been editor-in chief of the *Nor'-West Farmer*. His early years were spent on a farm in Wellington county, Ontario. He later learned the printing trade as a supplement to his intention to enter the field of agricultural journalism.

After spending thirty-four years in the employ of the Manitoba Free Press Co., Ltd., Roderick John Buchanan, mechanical superintendent, has resigned to take up a position on the board of directors and assistant manager of the P. B. Steifer Gold Mining Co., Coutolence, Butte county, California. The severance of his long connection with the *Free Press* was the occasion of an interesting gathering of about 75 employees, when Mr. Buchanan was presented with an illuminated address, telling of the esteem in which he was held by proprietors and employees of the company, a gold watch, chain, and locket, suitably inscribed.

ONTARIO

The Sudbury *Journal* is running a subscription contest.

The Rodney *Mercury* is running a subscription contest.

The Elgin *Sun* has completed its 17th year of publication.

Victor Driver, of the Brockville *Times* has enlisted for service.

The Mortimer Co. report twelve of their staff on active military service.

Harry B. Jennings, a member of the St. Thomas *Journal's* news staff, has enlisted

C. W. Rutledge, editor of the Markdale *Standard*, has been bereaved by the death of his wife.

John Mears, an employee of The Chatham *Planet* press room, has joined with the 91st Battalion.

The St. Marys *Journal* has increased in size from a 6-column to an 8-column eight-page paper.

Laurie Weld, son of the proprietor of the Dresden *Times*, has enlisted with a cavalry regiment at London.

The Laurentide Paper Co. has under consideration a proposition for doubling its output of pulp and paper.

Hugh Stewart, of Stewart and Grose, publishers of the St. Marys *Argus*, has purchased an automobile.

The Ottawa papers, in advertising statements issued, claim a larger amount of business carried this year than last.

Members of the London *Free Press* staff who have enlisted recently include Ed. Rance and Stanley Campbell.

James E. McGee, former member of Brockville *Recorder* staff, has enlisted for service with the Royal Engineers.

Adam McKay, recently business manager of the Teeswater *News*, has accepted a similar position with the Listowel *Banner*.

L. D. Duncan, a member of the advertising staff of the Toronto *Globe*, has gone on overseas duty with the 35th Battalion.

S. J. B. Rolland, of the Rolland Paper Co. is a member of the new development commission of the Dominion Government.

E. D. Hand, proprietor of the Fenelon Falls *Gazette*, has retired from business after more than two score years in harness.

R. Leslie Burke, late ad. foreman of the Chatham *Daily News*, has enlisted. Mr. Burke formerly worked on several western dailies.

P. M. T. Little, who has been associated with the staff of the Toronto *Daily News*, in the capacity of telegraph editor, has resigned to join the staff of the *Mail and Empire*

A very well printed paper, very pleasing to the eye and to handle is the Kenora *Examiner*, of which Peter Wilson is manager editor.

Ronald Catto, of the staff of the Toronto *Daily News*, is making preparations to become an aviator attached to the Royal Flying Corps.

William Zeihr, an operator on the Barrie *Gazette* has enlisted. A brother, formerly employed on *The Gazette*, also joined the colors.

Harry E. Steincamp, publisher of the *Watchman*, Tiverton, was a delegate at the Library Institute held in St. Mary's on Nov. 11th.

Harris L. Walsh, formerly a well-known newspaperman of Brantford, fell off a cliff at Shorncliffe, Eng., and fractured his shoulder.

Nathaniel ("Scotty") Marshall, an exforeman of the St. Mary's *Journal* has enlisted for overseas service and is now in camp in London.

R. W. Angus, city editor of the Chatham *Planet*, has accepted a commission with the 24th Kent Regiment and expects soon to join an overseas battalion.

Alfred Alworth, son of the editor of the Paris *Review* of 10 years ago, has returned from his present home in Crawford, Washington, to enlist.

Geo. A. Martin, the former Berlin *Telegraph* reporter, and a valuable member of the Stratford *Herald* staff for the last six months, has enlisted.

Percy Knox of the Trenton *Advocate*, and Robt. Russell of the *Courier*, of the same town, have joined the artillery and are now at Kingston.

Lieut. J. E. Mackay has been granted a commission in the 95th Battalion. Lieut. Mackay is a son of Mr. J. F. Mackay, business manager of the Toronto *Globe*.

Charles Hollins and Robert Porter have purchased the good-will and accounts of the Charlton *Press* of London, and will continue the business in the present location.

The marriage of Archibald McNee, former editor of the Windsor *Record*, to Mrs. M. E. Hobley, was solemnized at Talbot street Baptist parsonage in London recently.

W. F. Tobey, formerly with the Woodstock *Sentinel-Review*, has been chosen to lead a special detached company of the 71st Battalion for immediate service overseas.

The Toronto *Daily Star's* Big Fish of 1915 was caught by H. B. Stainton of Midland, Ont. It was a Black Bass weighing 6 lbs. 9 oz. The prize was a rod, reel and line.

Allan Gillies, proprietor of the Lindsay *Watchman-Warder*, who was drowned from a launch near Lindsay a few weeks ago, was former business manager of the Stratford *Herald*.

H. Woolf of the Toronto *Globe*, whose youngest brother was wounded at the battle of Hill 60, in the memorable engagement of Langemarck, has joined the Canadian Engineers.

Robt. Pollock of the Owen Sound *Times* has given up his post to accept a commission with a Grey County overseas Battalion. His place on the *Times* is being taken by E. Rutherford.

Lieut. Gordon S. Andrews, of *The Mail and Empire* editorial staff, who left Toronto to take the artillery course for officers at Kingston, died there as a result of a fall from his horse.

Edgar J. Guy, Toronto, representative of a number of Western dailies, has been on an extended trip through the West looking over the grain growing districts and getting information regarding the crops.

P. M. Draper, superintendent of outside printing of the Government Printing Bureau, represented the Canadian Trades and Labor Congress at the convention of the American Federation of Labor at San Francisco.

A new publication is being issued by the students of the medical faculty of Toronto University which will bear the significant name of "Cross-Bones." The first issue is expected to appear shortly after Christmas.

The London *Free Press*, having donated colors to the new battalion to be formed in Middlesex County for overseas service, will also contribute the same to the City of London battalion. The matter is being taken up with the proper authorities to secure their acceptance.

J. Harry Fowler, municipal reporter of the London *Free Press* for a number of years, has resigned to accept a position with the London *Advertiser*, as political writer. Mr. Fowler was formerly on the staff of the *Advertiser*.

Lieut. Johnson McAdams, a former newspaperman of Sarnia, and an officer of the 34th Battalion, now overseas, has been promoted to the rank of captain. Capt. McAdams is a brother-in-law of Hon. W. J. Hanna, provincial secretary.

After having been turned down at least a dozen times on account of defective eyesight, Arthur McCleneghan, for the last two years sporting editor of the Stratford *Beacon*, has at last succeeded in getting on the Army Service corps at London.

Fraser Gorrie, sporting editor of an Edmonton daily, and a former well-known newspaperman of London and Stratford, has joined the University corps being sent to reinforce the Princess Pats. He is at present at Montreal in training.

Messrs. Stahl and Brockbank, job printers at Haileybury, have commenced the publication of a free distribution weekly in that town. *The North Star* is the name of the new paper, which consists of four six-column pages, all home print. A monoline has been installed to handle the composition.

The Mirror, a quarterly publication issued from the presses of The Mighall Printing Co., Ottawa, is a new-born infant to hand. Its pages are devoted to fiction, biography, labor and drama. It styles itself the Capital's Looking Glass. Charles E. Compton is the editor.

Four Brantford printers, Arthur Lynn, Gordon Wilkinson, Ralph Jennings and Pat Brine, were guests at a farewell banquet given by their employers, the Hurley Printing Company and the McBride Press. The four young men are members of the 32nd Battery.

Herbert W. and Norman E. Farrow, two well-known young Brantford printers, have purchased the Smiths Falls *News*. Herbert will be editor, and Norman, manager. The former owner of the *News* is Col. Balderson, of Perth, and the former managing-editor, W. G. Ferguson.

J. Melbourne Elson, editor and publisher of the St. Catharines *Journal*, was formerly connected with the Toronto *Star Weekly*. He has made considerable improvement in the *Journal* since assuming control. He is also deeply interested in effecting improvement in municipal government, to which his paper devotes considerable attention.

D. E. MacVannel, well known in Toronto business and advertising circles as advertising manager of the Russell Motor Car Company, has joined Thomas J. Macey, who is a prominent figure in outdoor advertising in a new organization, to be known as the "Macey Sign Service," in which Mr. MacVannel will be the junior partner.

W. E. Smallfield, publisher of *The Mercury*, Renfrew, Ont., the newly elected President of the Canadian Press Association, and E. Roy Sayles, publisher of *The Times*, Port Elgin, Ont., Chairman of the weekly section of the Canadian Press Association, visited John M. Imrie, of Fergus, the Manager of the Association.

There is a strong feeling among the leading newspapers of the county of Perth that they should follow the lead of the Bruce weeklies and increase the subscription price to $1.50 beginning the first of February or March. The Association comprising Perth and Huron are considering the taking up of the question at a special meeting to be held in Stratford within a few weeks.

Glen Nichol, former editor of the Wyoming (Ont.) *Enterprise*, and later connected with the Watford *Guide*, who enlisted at the outbreak of the war and went to the front with the First Contingent, was shot through both legs at the battle of Langemarck and crawled four miles before reaching a hospital. After recovering in an English hospital, he is back at the front again with the 1st Battalion.

Alfred Carrell, a member of the composing-room staff of the London *Morning Advertiser*, has enlisted for overseas service with the Army Medical Corps. Two of Mr. Carrell's brothers previously volunteered for service. One was killed on the firing line somewhere in France or Flanders, while the other is still on active service in Europe. Mr. Carrell has been employed on *The Advertiser* for some years. His parents reside in England.

H. C. Herschman, sales manager of the Swift Canadian Company, spoke at the Toronto Advertising Club. His subject was "Breaking Into a New Territory." The best policy is to meet the people on their own ground, with their own language, he said. In working the Province of Quebec he is very careful in the selection of salesmen. They must be able to speak both English and French, be good enough to come up to the standard of the house, and sound enough to furnish a bond.

Northern Miner Press Limited, publishers of the mining weekly of which Ben Hughes is editor, have bought out the Citizen Printing office at Cobalt, where the paper has been printed for some time, from E. G. Hand. Mr. Hand continues with the firm as foreman of the printing plant. The company is also installing a printing plant at Timmins, of which J. Duff, formerly with the *Nugget*, will have charge for the present.

The engagement is announced of Miss Nora Kathleen Shipsides, daughter of Mr. and Mrs. George Shipsides, of 27 Kenilworth Crescent, Toronto, to Mr. Hugh S. Eayrs, eldest son of Rev. George Eayrs, F.R.Hist. S., and Mrs. Eayrs, of Downham, Norfolk, England. The marriage is to take place on January 9th, 1916. Mr. Eayrs is well known among the younger writers of Canada, and is on the staff of the MacLean Publishing Company.

Newspapers in a number of towns of Western Ontario have agreed to charge full subscription rates for other newspapers instead of giving clubbing rates. The increase, they claim, is made necessary by the increase in the cost of handling the papers for other publishers. The money order and postage now costs 8 cents whereas it formerly cost five and time and labor involved in remitting subscriptions and keeping track of them all run up the cost above a reasonable figure.

The members of the Toronto Women's Press Club visited the new Methodist Book Room, at Queen and John streets, the latter named after the late Sir John Beverley Robinson whose home until a very few years ago was on the site of the present edifice, part of the cream brick wall still remaining at the south side. The stream which used to meander through the pretty grounds is still so troublesome that men have to be often at work to restrain the water from appearing.

S. B. Best, of Windsor, who for past twenty-five years has been connected with the Typograph Co., as travelling representative and manager, has severed his connection with that company and is taking a well-earned holiday until beginning of the new year, when he purposes returning to active business life again. He has not definitely decided just what line of action he will pursue, but his long acquaintance with the needs of printing offices fits him for almost any position where experience counts. Mr. Best, has sold and installed something over three hundred typograph machines in offices of Canada and the U.S. since 1890.

An interesting event took place in Brantford, when a farewell and presentation was given to five young men connected with the MacBride Press and the Hurley Printing Company, who are leaving with the 32nd Battery on Monday on their way to the front. About fifty were present, representing the various printing establishments of the city, and the affair was a most enjoyable one. Mr. F. D. Reville, of the *Courier,* acted as chairman and in his opening remarks related that he had been connected with the *Courier* for some thirty-six years, during which time he had witnessed many changes on the staffs of the various printing concerns. He gave a number of amusing anecdotes touching his connection with the craft.

QUEBEC

The Toronto *Globe* has closed its Montreal office.

C. P. C. Downman has gone from the Montreal *News* to the Montreal *Star.*

L. A. Lubbock, of Toronto, has joined the reportorial staff of the Montreal *Herald.*

Joseph Chandler of the Montreal *Herald* is taking a course of military training.

Max Henke, of the Montreal *Mail,* was married to Miss Robinson of Montreal.

The Montreal *Mail* has celebrated its second anniversary.

H. B. Crow of the Montreal *Herald,* has joined the staff of the Ottawa Valley *Journal.*

Joseph Maguire, of the Montreal *Herald,* and Miss May Clarke, of Montreal, were married.

The marriage of Roger Valois, editor of *Le Pays,* Montreal, and Miss Mamie Quinn is announced.

W. F. Prendergast has rejoined the staff of the Montreal *News* after an absence of several months.

Miss Patricia Hoey, formerly on the staff of the Montreal *Daily Witness and Star,* has returned from a trip to England.

Gwendolin Howard, secretary to Mr. Nichols of the Montreal *Daily Mail,* has gone to Ireland on the three weeks' trip.

Frank Scott, formerly of the Montreal *Evening News,* but latterly of the Detroit *Journal,* is now at Toronto University.

The Verdun *Echo* is co-operating with the moving picture shows by getting opinions of children on the kind of pictures they prefer.

E. McHugh is the new manager of the *Lake Shore Press,* Lachine, and reports a good outlook both for advertising and printing.

Frank Calder has taken over the telegraph on the Montreal *Evening News* in place of C. W. Howell, who is going to the Front.

Roy Carmichael, news editor of the Montreal *Daily Herald* has joined the officers' training corps in connection with McGill University.

H. M. Moore of Vancouver, after a trip through the Panama Canal to England, has returned and joined the staff of the Montreal *Daily Mail.*

C. T. Cullinan, formerly assistant telegraph editor of the Montreal *Herald,* is now on the reportorial staff of the Toronto *Mail and Empire.*

Hector J. Davidson, sub editor on the Montreal *Weekly Witness,* has gone to England in order to enlist with a regiment in his home town.

An attempt was recently made to raise capital for a new weekly paper in Verdun, to represent a certain section of the city council. Apparently it was not successful.

After a long career in Montreal journalism, Lorenzo Prince, managing editor of *La Presse,* has retired in order to be a candidate for the position of city librarian.

Irving Johnstone, financial editor of the Montreal *Herald,* has been on the sick leave for several weeks. During his absence, his place was taken by Roy Carmichael, news editor.

Frederick and Wilfrid Dougall of the Montreal *Weekly Witness,* have joined the C.O.T.C. at Montreal. Wilfrid Dougall is a South African veteran, having served with the Canadian Mounted Rifles.

Four members of the editorial department of the Montreal *Star* are going overseas shortly: J. S. Lewis, editor, and H. N. Moore, E. G. McMahon, and B. W. Nyson, of the reportorial staff.

John E. Logan, who wrote considerably under the pen name of "Barry Dane," died in Montreal on Oct. 23, after a lingering illness. He joined the staff of the Montreal *Gazette* in 1874, but later went into the insurance business.

Jules Fournier, editor of the French weekly paper, *L'Action,* Montreal, was committed for trial on a charge of criminally libeling Mayor Martin in the defendant's paper by practically accusing the Mayor of being a thief.

Among the members of the fourth university corps training in Montreal is Herbert Lash, formerly of the Montreal *Mail and Empire.* He is a nephew of Z. A. Lash, president of the G.N.W. Telegraph Co.

MARITIME PROVINCES.

A labor paper will be started by the Labor Council of Moncton.

J. B. Dever, of the *Evening Times'* writing staff has been admitted as Attorney-at-Law at Fredericton.

J. D. Rolston, the proprietor of the Yarmouth *Times,* is still unable to actively engage in the conduct of that journal.

Andrew Merkle, formerly a member of the *Sun* writing staff in St. John, was in the city recently. He is now city editor of the Halifax *Echo.*

The Daily Telegraph is now issuing with its Saturday edition a four-page illustrated supplement with special war pictures and some local scenes.

H. V. MacKinnon, managing director of the *Standard,* has returned home after having been a member of the newspaper party on the coast trip with the Canadian Northern.

Thomas E. O'Leary, and H. J. Roberts of the staff of the *Daily Telegraph,* have joined the reportorial staff of the St. John *Globe.* Fred H. McGuire is a late acquisition to the *Globe* writing staff.

B. B. Fox, late foreman of the Port Hood *Greetings* and other Cape Breton newspapers, is now in England with the 64th, in which regiment he enlisted in Yarmouth.

H. G. Harris, editor of the Kentville *Advertiser,* who has been in the United States for medical treatment, has greatly improved in health and will soon be able to resume his duties.

S. B. Saunders, who, for some time, has been conducting a job printing business in the Rand Block, Wolfville, has closed his office and accepted the position as manager of the Compton County *Chronicle,* Cookshire, Quebec.

J. D. McKenna, editor of the King's County *Record,* published at Sussex, N.B., has been appointed official recruiting officer for the county of Kings, giving his services without any remuneration. He has already rendered valuable service.

J. M. Lawson and Miss Celia Lawson, the proprietors of the Yarmouth *Herald,* and William Lawson, editor of the Sacramento (Cal.) *Bee,* will have the sympathy of the newspaper profession in the death of their sister, Mrs. C. B. Robinson, which took place at her home in Pictou a few weeks ago.

Mr. J. F. O'Donnell, who for the past year or so has been the Glasgow *Evening News* telegraph operator at the C. P. R. telegraph office here, severed his connection with the company and accepted a position in the testing laboratories of the Nova Scotia Steel and Coal Company in the employ of the Canadian Inspection Company.

Roy A. Davidson has severed his connection with the *Globe* staff to take up the practice of law. Wm. V. Owens has left that staff to enlist with the 104th Battalion, and George E. Herman has gone from that office to Kentville, N.S., where he will assume the editorship of the *Western Chronicle.*

At the annual meeting of the Grand Division of the Sons of Temperance recently held in Halifax, B. O. Davidson, editor of the Wolfville *Acadian,* was elected Grand Worthy Patriarch. The Grand Division of Nova Scotia is, and has been for years, the banner grand division in the world, having upwards of 10,000 members.

Chas. J. Cragg, of the Bridgewater *Bulletin,* was married recently. The bride was Miss Mary Isabelle Roche, of Halifax.

W. B. Foster, who at one time was the editor of the Lunenburg *Daily News,* is now out of the newspaper game, and is devoting his time to selling stock for one or two of the Karakule sheep ranches owned in the province.

The Malagash *News* is the name of a daily paper recently started in Lunenburg by Frank R. Moorhead who, by the way, was the founder of the *Daily News* at that place. This paper he sold out to the Daily News Co., and he remained in their employ as foreman for many years, but a few months ago he severed his connection with them. He bought the plant of the defunct Liverpool *Leader,* which has been lying idle for the past ten or twelve years.

NOVA SCOTIA

The Windsor *Tribune* is conducting a voting contest.

A large number of out of town editors and newspapermen were in Halifax in connection with the funeral of Sir Chas. Tupper which took place on the 17th Nov.

THE DEAD

Wm. D. Deas, who was employed by McFarlane, Son & Hodgson, wholesale paper dealers of Montreal, as a traveler, was killed.

J. Ross McArthur, an employee of The Victoria *Colonist* circulation staff for nearly three years, is dead.

A familiar figure in the typographical world of Toronto passed away in the person of John A. Masterson, for forty one years an employee of *The Globe*. Mr. Masterson, who was born in Wilmington, Delaware, 75 years ago, had been specially identified in his later years with the typographical side of the illustrated section of *The Saturday Globe* and of the *Christmas Globe*. Long after typesetting machines had all but displaced the handsetting of type for newspaper purposes, he carefully set up by hand all the matter contained in *The Christmas Globe*, and was no small factor in attaining that excellence which annually drew forth compliments from far and wide. Similarly his care with the Saturday illustrated section was comparable only to the love of a father for a child.

Mr. Masterson closed a long and active life when he retired a year ago. Since then he had been in receipt of a pension from the International Typographical Union.

FRED J. HEWITT

Fred J. Hewitt, a well-known newspaper writer, who until two years ago, when he suffered a nervous breakdown had been actively engaged in journalistic work is dead. Deceased commenced his newspaper career with the Toronto *Mail and Empire*, and subsequently was employed on the Toronto *Telegram*, the Buffalo *Courier*, and the New York *Journal*. He was sent by the Hearst service to San Francisco, where he was on the editorial staff of the *Examiner* at the time of the earthquake, and during which he received a severe nervous shock. He then went to the New Orleans *Item*, and from there to the Chicago *Inter-Ocean*, where he was taken ill. Subsequently he was with the New York *Sun*, which position he held until his final illness. He was 42 years of age.

F. A. DENMAN

One of Sault Ste. Marie's most widely known business men passed away in the person of the late F. A. Denman. He was 46 years of age. For two years he was editor of the Canadian branch of *The Evening News* of the Soo, Michigan, and up to the time of his death was actively engaged in newspaper business.

PTE. ROBT. JOHN SANGER

In the Second Canadian Contingent of St. Catharines infantry, according to a private message received by Mrs. Julia May Sanger, Pte. Robert John Sanger died on a Belgian battlefield. For a number of years he was employed at the printing trade, having worked at various periods in both newspaper offices of St. Catharines, and had been employed at the Kinleith paper mills.

BERT NICHOLLS

One of the oldest members of the staff of The Toronto *World*, and one of the best-known men in printing circles in Toronto, Bert Nichols, is dead. The late Mr. Nichols was born in Brampton 54 years ago, and learned his trade on The Brampton *Banner*, later going to Durham. In 1888 he became attached to the composing room staff of *The World* and a year later was made foreman, which position he held up till a month ago when he resigned through poor health.

TALMAGE LAWSON

Talmage Lawson, one of the proprietors of the Saskatoon *Daily Star*, one of the most successful newspapers of the West, has been killed in battle in France. He was practically a millionaire, and owned more valuable property than he knew what to do with.

In 1912 he became interested in starting the Prince Albert *Herald*, with W. F. Herman and G. P. Armstrong. A good newspaper was founded, and then they sold to "Sticky" Holmes and "Hank" Hueston, formerly well-known Winnipeg newspaper men.

Herman and Lawson then purchased from George Thompson and Charles Tyron—now proprietors of the Calgary *News-Telegram*—the Saskatoon *Capital*, and with the transfer, the *Capital* became the *Star*. Since that time the *Star* has grown to be perhaps the most outstanding example of newspaper success in Saskatchewan.

GRAPHIC ARTS ASSOCIATION

IN connection with the Associated Advertising Clubs of the World there has been formed a department known as the Graphic Arts Association, the object of which is to furnish means by which the interests of the Graphic Arts may find expression and be conveyed to associates in the National Commission of the A. A. C. W.

Membership is open to individuals and firms engaged in designing, engraving, printing and lithographing in connection with advertising.

The chairman is H. H. Cooke, 627 W. 43rd street, New York. Canadian readers of *Printer and Publisher* interested in this announcement should communicate with Mr. Cooke.

POOR RICHARD SERIES

From the Keystone Type Foundry has come an extremely handsome publication demonstrating the adaptability of the Poor Richard series of type for high-class printing. The publication is illustrated by many examples of composition set in the Poor Richard series. It also illustrates many Poor Richard cuts.

Particularly attractive is the cover design—an embossed head of "Poor Richard," worthy of framing.

HAVE PURCHASED LINOTYPES

The St. Catharines *Standard* has changed its mode of composition, installing linotypes. It has just installed its second Model 5, quick-change linotype.

The Chatham *News* has found it necessary to add a new Model 5 to its linotype battery.

The Victoriaville *L'Echo* has installed a Model 15. This model is suitable for small country weeklies.

The Lindsay *Post* has added a second linotype—a Model 5.

The St. Catharines *Journal* is installing a quick-change double-deck Model 4 linotype, to be used for setting headings, advertisements, and also letter-press.

L'Evangline, Moncton, has purchased a Model 15 linotype.

REORGANIZATION OF INTERNATIONAL TYPESETTING MACHINE COMPANY

Based on the very satisfactory showing made during the past eight months, and upon the request of committees representing holders of large amounts of securities and other obligations of the International Typesetting Machine Company, Messrs. Edward D. Adams, of 71 Broadway; Henry E. Cooper, vice-president of the Equitable Trust Company, and Richard H. Swartwout, of the banking firm of Swartwout & Appenzellar, 44 Pine street, acting as reorganization managers, have prepared a plan for the reorganization of that company. The new company, which under this plan will take over the business, will have capital to the amount of $1,000,000 without fixed charges.

Opportunity is given to bondholders and other creditors of the existing company, with due regard to their priorities, to exchange their claims for stock of the new corporation, and, at their option, to subscribe for additional stock to the amount of $500,000 in cash. The subscriptions have been underwritten, and new interests, not heretofore connected with or interested in the existing company, have subscribed an additional $500,000, so that the $1,000,000 of cash required by the plan is assured.

ANNUAL REPORT OF THE MERGENTHALER LINOTYPE COMPANY

The Mergenthaler Linotype Company is an organization having a paid-up capital of $12,799,900. The annual meeting was held in November. The report showed a net gain for the year from all sources of $1,467,015.12.

The war, it was pointed out, had seriously affected the year's operations and profits. During the year 570 offices were added to the list of linotype users. The company foresees good times ahead, and in view of conditions, the year's operations were very satisfactory.

CHRISTMAS MATRIX BORDERS

The immense amount of printed matter produced especially for the Christmas season must have a beneficial and stimulating effect on printers the country over.

For the services of the many thousands of printing plants employing linotypes, the Mergenthaler Linotype Company has issued a four-page circular devoted to a display of the various border matrices and matrix slides particularly designed or especially suitable for use on holiday printed matter.

The showing covers such items as various holly leaf designs, candles, bells, stars, reindeer and Santa Claus.

CUSTOMS DECISION

Semi-Autoplate Machine (File No. 68001), has been declared to be entitled to entry under tariff item 441 as a type-casting machine in effect from 13th May, 1913.

The foregoing is an extract from a recent Appraisers' Bulletin issued by the Customs Department of the Canadian Government.

OFFSET PRINTING

Offset printing is much used by lithographers, and many printers are installing this style of press.

The offset method of printing has merit, since it does away with making of half-tone plates, electrotyping, and making ready, with the exception of type forms.

Another great advantage of printing by the offset process is that in less than one hour from the time the last page is made up it is possible to have the printed product on the street. In the matter of ink it is economical, and it is possible to produce good results on a cheap grade of paper. Publishers issuing illustrated supplements, magazine publishers, and printers with long runs of catalogues should investigate this new method of perfecting printing.

Among notable publisher users of offset presses are the New York *Sun* and the New York *Times*, both of which issue illustrated sections. They have installed the offset presses made by Walter Scott & Co., Plainfield, N.J.

PRINTERDOM

THE INK SITUATION

The only change in the ink situation has been for the worse, in that the amount of color available is just so much less. Mighty little, if any, has come in from foreign ports, and only small amounts have been produced in this country. With a big demand and insufficient supply, the prices have risen accordingly. Last month the ink maker thought he was paying top-notch prices for his raw material. He is now paying a good deal more and realizes that if present conditions continue there is no limit to what he may have to pay in the future. It looks as though the printing trade would have to content itself with untoned blacks and with colors lacking in brilliancy.

WINNIPEG NOTES

Tom Hockley, vice-president, has quit the monotype at the *Free Press* job, and is working a linotype on the *Tribune*.

R. Elliott, a proof-reader, who came in with a Denver card a few weeks ago, has taken his traveler and left for Chicago.

H. A. Silvernail, monotype operator, is back in the city, on the job side of the *Free Press*, after a couple of years' absence in Montreal and other points.

Regt. Sergt.-Major J. O. Nix, of the 79th Overseas Battalion, until lately an operator on the *Tribune*, was presented with a purse of gold by the *Tribune* chapel while on a visit to the city this week.

Fred W. Robinson, late of the *Free Press* job, is home on furlough, after a long siege in English hospitals. Fred was badly smashed by a German shell, but is gradually pulling around, but will be unable to work for many months yet owing to his injuries.

F. W. Robinson, *Free Press Job*, who left at the outbreak of the war with the 8th Battalion, and who has been in the hospital for several months suffering from wounds, and W. Morrison, *Public Press*, who left with the 43rd Battalion, have been invalided home.

Joe Wilkinson, of the *Telegram* chapel, is the latest of our members to join the sons of Mars, and is now a full private in the 90th Battalion Winnipeg Rifles. Although he has only had a few days' experience, he says it beats sticking type all hollow. The war spirit has become epidemic among the apprentices on the *Free Press*, no fewer than four having joined the 90th Battalion during the past week.

A letter received from Geo. Carr, who is now running a printing office in Montreal, contains the surprising information that Toronto firms are able to secure large quantities of printing from Montreal merchants. With a higher scale in Toronto this seems a bit queer, and we would like to know the answer. But Montreal is playing even on the deal, apparently, as another correspondent informs us that the Montreal *Herold* is now turning out two large catalogues for Winnipeg firms.

C. A. Hawley, secretary-treasurer of the Typographical Union for the past five years, and one of the oldest members of the Winnipeg local, has enlisted for overseas service. Sergt. Hawley has the distinction of helping to produce the first issue of the *People's Voice*, and numerous subsequent issues of the local labor paper. Subs on the old *Nor'-Wester* made a practice of helping out the paper in its childhood days when not working. In the twenty odd years Sergt. Hawley has been in Winnipeg he has been an active worker for the Typographical Union, and has helped materially in placing it in the proud position it now holds. His place in the secretary's office will be filled pro tem by the president, E. G. Smith.

Winnipeg local has endorsed W. R. Trotter for international representative to the Dominion Trades Congress; at least the executive committee has, pending ratification by the local. W. R. has many friends



A. H. BARKER.

Manager R. G. McLean, Ltd., Printers, Toronto. Mr. Barker was formerly manager of The Herald Western Printing and Lithographing Co., Calgary, and was five years with The Bryant Press, Toronto.

in Winnipeg, and has always justified the confidence reposed in him by delivering the goods.

The International Typographical Union election pot has started to simmer and will likely come to the boiling point within a short time. One of the first pieces of campaign literature to be received in this city is from H. W. (Bill) Dennett, of Los Angeles, who aspires to represent the International as representative to the American Federation of Labor. It is kind of mean for Bill to run for anything, as from the prestige secured by him as the live wire of the big convention at Los Angeles, during which he made undying friends of all the delegates, it would seem that other candidates will not get a look in. Success to the editor of the *Good Samaritan*.

CALGARY NOTES

E. A. Ottaway has lately joined the ranks of the 82nd Battalion. Mr. Ottaway has held the position of secretary of the Calgary pressmen's organization for a period of over two years.

In addition to Mr. Ottaway a very large percentage of the pressmen's organization have enlisted for active service, noticeable among whom is Wm. McNeil, son of the physical instructor at Western Canada College, who was killed recently at the Dardanelles. Others who have joined the colors are: W. T. Mountain, former president; E. Luff, who accompanied Mr. McNeil; G. Willison and F. Richards, who are at the front with a draft from the 56th Battalion; W. Fisher, R. Mauger, H. Martinez, J. Stevens, W. Hunt, V. Smithers, D. Holmes, H. Barnes, F. Sherriff, G. Stubbs, J. McCann, who is with the 50th; W. Smith, of the same Battalion; T. Anderson, E. Bloomfield and F. Carroll.

Others who were working at the trade who had not put in sufficient time to join the union are: T. Dick, sergeant-major of the 56th; S. Haywood, of the 50th, and C. M. Ottaway, brother of the late secretary.

TORONTO NOTES

The Estimating Class of the Graphic Arts Board of Trade of Toronto is meeting with unusually good success this season. The attendance is good and the interest very marked. The class is open to all employing printers, their office and sales force and foremen. A majority of the students are from non-Board houses.

This year a new system has been adopted in instruction, consisting of a short lecture on some point in estimating, followed by actual practice in making an estimate, finishing with a demonstration estimate on the blackboard. It seems to be very successful.

Shortly after the first of the year a class for the study of the cost system will be opened. Enrollments are now being made for its membership.

A mail campaign has been started to awaken the printers of Toronto to the need of organization and the installation of the cost system. It is too early yet to give results, but the indications are encouraging.

Business is gradually improving, but the low-price fiend is still with us and the results are that during the past year almost as much has been lost to the printers of low prices as by cutting down of orders or dropping off advertising matter by manufacturers and dealers.

There are indications in Toronto that printers generally are beginning to feel the need of some better way and in many cases the cost is the only thing that keeps them from installing a proper cost system. This is especially true of the medium-size plants.

LONDON

Four hundred printers attended a theatre in London to witness views of scenes surrounding the Printers' Home at Colorado Springs, and other films.

MONTREAL

The Montreal Printers' Board of Trade have inaugurated a Monthly Meeting and Supper for the Winter and Spring season. The first meeting was held at the Engineers' Club, October 28th, with full membership present. The meeting was very enthusiastic, and a number of committee, educational and social committee.

Printing conditions in Montreal are improving.

CORRECTION

The American Type Founders Company will handle, in addition to its line of type and materials, a full line of machinery for printers and bookbinders. Mr. Robt. Thoms is manager.

In last month's *Printer and Publisher* an error was made in regard to this firm, it being suggested that this company had ceased to handle printers' machinery. *Printer and Publisher* regrets its error.



PRICES FROM $5 UP

ALL DEALERS

WETTER

Numbering Machines

Appeal to the careful buyer; the one who wants the best; the Wetter record of thirty years proves that they stand up where others fail.

If your dealer does not carry the Wetter—do not accept a "Substitute"—go to the dealer who does sell them.

WETTER NUMBERING MACHINE CO.

255-261 Classon Avenue, Brooklyn, New York, U.S.A.

Have you used E. PULLAN'S

MADE IN CANADA

WASHED, STERILIZED

WIPING RAGS ?

Please quote on Washed and Sterilized Wipers.

Name.....

Address.....

To E. PULLAN, 20 Maud St., Toronto

Information cheerfully given. Just cut out slip and mail.

Classified Advertising

EQUIPMENT FOR SALE

MONOLINE FOR SALE, 92 HOGARTH Avenue, Toronto.

WANTED

CHASES WANTED — FOUR SECOND-hand six-column chases wanted for cash. Give size and price. The Post, Thorold.

EQUIPMENT FOR SALE

REBUILT PRINTING PRESSES — SIX column quarto, $550; seven-column quarto $650; small Pony drums and jobbers, all guaranteed good as new for work. C. Frank Boughton, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

WANTED

WANTED STEREOTYPING PLANT TO cast 7 col. flat page, including shaving machine to make type high and cored casting box. Give price on each article and outfit. Box 507, Printer and Publisher.

BUSINESS CHANCES

NEWSPAPER AND JOB PLANT FOR sale in thriving Ontario town of about 5,000 population; has been a money-maker; plant up-to-date; best reason for selling; worth $10,000, will sell for $8,500, terms to suit; Conservative; good opportunity. Apply to Box 508, Printer & Publisher.

NEWSPAPER FOR SALE OR WILL lease to responsible printers. Situated in one of Alberta's best towns, and increasing each month. A first-class proposition for two men. Other business interests demand full time of proprietor, who will sell on reasonable terms. Apply Box 510, Printer & Publisher.

WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

GEORGE POTTER FENNER

George Potter Fenner, president and treasurer of the Babcock Printing Press Mfg. Co., died on Oct. 21, 1915, in his 61st year.

He was born in Potter Hill, Rhode Island, the son of Charles Arnold and Ann Elizabeth Babcock Fenner, June 5, 1855.

At the age of seventeen George Fenner entered the employ of his uncle, Nathan Babcock, of the firm of Cottrell & Babcock, printing press builders, of Westerly, Rhode Island. For eight years he worked in the pattern shop and draughting room of Cottrell & Babcock, and C. B. Cottrell & Sons.

In 1882, having severed his connection with the Cottrell company, he formed a partnership for the purpose of building printing presses in New London, Connecticut. At the request of his uncle, Nathan Babcock, this partnership was merged into the Babcock Printing Press Manufacturing Company. The years of his life from 1882 were given wholly to the work of building and perfecting power printing presses which are to-day, throughout the world, monuments to his rare inventive genius and integrity as a builder.

Mr. Fenner was preeminently a man of thought and action, devoted to his work—rarely away from it—and happy at it to an extent that few men attain. Although burdened with the cares incident to large business, his interest in the affairs of the world was keen and unremitting and his outlook upon life always optimistic. Fond of good reading from his youth, possessing a retentive memory and the ability to talk entertainingly, he was a genial host and a welcome addition to every circle of friends and acquaintances.

In his death, untimely and unexpected, in the full vigor of body and mind, the business world has lost a fair and generous competitor, an inventive genius of rare value, a spirit ever strong and undaunted.



GEORGE POTTER FENNER,
President and Treasurer of the Babcock Printing Press Mfg. Co., recently deceased.

GENERAL

C. A. Henderson, of Charles Morgan Co., Cannon street, London, paper manufacturers, was in Toronto last month on his way home from the Orient. Mr. Henderson has a connection of long standing with many Canadian buyers of paper, visiting them regularly. This year, however, owing to the inability of Europe to supply papers or to guarantee supplies and prices, his Canadian business is very slender. But this is only a temporary condition.

PROMINENT INK MAKER DIES

Theodore F. Valentine, vice-president and secretary of the Sinclair & Valentine Company of New York, died Thursday, November 11, after an illness of only a few days. He was born at Roslyn, Long Island, in 1844, and spent his entire business life in the manufacture of printers' ink and in the allied industries. He was considered one of the most capable ink men of his generation and was largely instrumental in building up the concern of which he was vice-president. He was a man of simple habits, gentle nature and strong character, with a fine sense of justice. He was loved by all with whom he came in contact, and his memory will be cherished by all who knew him. He leaves a widow and three daughters.

MONTREAL PRINTERS ENLISTED

Forty-five members of the Montreal Typographical Union No. 176, have enlisted for active service with the Canadian forces, of whom five are apprentices. The names of the members are as follows:

1st Battalion, John Murray; 13th Battalion, W. C. Morrison, Ed. Mather and W. B. Brown; 14th Battalion, R. W. Bennett, A. R. Snow, W. Skanes and H. L. Sweeney; 22nd Battalion, E. Saintes; 24th Battalion, W. J. Pyman; 41st Battalion, A. W. Charboneau; 42nd Battalion, W. H. Barkley and M. Gordon; 60th Battalion, A. E. Van Malder, S. Cockrell, T. L. Coady, R. E. J. Lane, S. Pollard, E. Conrick and J. Bowden; 65th Battalion, M. Sanders; 69th Battalion, F. Puttock; 73rd Battalion, T. B. Rhodes, J. T. Ingham, R. Pearce, E. J. Pike, S. C. Brown, R. B. Carruthers, E. Cotter, J. Archibald and G. Smith; Auto Machine Gun, R. Uthoff and J. T. Lawlor; 5th Battery, 2nd Brigade, S. H. Quick; Army Medical Corps, J. Labelle, M. Waxman, A. G. Kent, W. W. Lyon and J. A. Buchanan; Field Ambulance, M. Hosie, J. Alexander, M. Kerr, R. McLatchie and J. McKee; Mounted Rifles, J. H. Wright.

CONCERT AND BAZAAR

A striking evidence of what can be accomplished in a factory was given recently when the bindery of the Southam Press, Toronto, was turned into a fairyland by the women employees. Booths were erected for the sale of fancy work, stationery, gents furnishings, etc., which had been gratuitously provided by different firms throughout the city.

A good concert had been arranged for, and was contributed to largely by employees. The attendance was about 400, and the receipts totaled over $500.

TORONTO GRAPHIC ARTS BOARD OF TRADE

Following is the text of a letter sent out to Toronto printers by the manager of the Graphic Arts Board of Trade of Toronto:

That which is not worth paying for is not worth having. If we offered you free membership in the Graphic Arts Board of Trade you would be justified in thinking it worthless; but we do not, it will cost you something and you will get your money's worth.

Some of your fellow printers consider it worth paying for and for the past seven years have nobly met the cost of a campaign to improve printing conditions in Toronto from which you as well as they have benefited.

You are not contributing to this great cause because of some fancied objection to the method of working. Yet the fact remains that this method has accomplished great results in proportion to the effort expended. If you know a better way it is your duty to come in and show us that way. You cannot deny that but for the Graphic Arts Board of Trade, printing conditions would be worse than they are.

You don't believe in its actions! Neither do some of the members but they recognize that they are the best for the general good. Come in and help us to do better.

This is an invitation to give yourself the "once over" and see whether you can longer afford to remain outside the only organization that is working for the improvement of your chosen business.

PLAYS AND PLAYERS ON THE GREAT WHITE WAY



New York, always the center of theatrical interest in America, is now the theatrical capital of the world. Most of the European theatres are closed and the leading foreign actors are appearing upon the New York stage. All newspaper readers are interested in the theatre, and particularly the New York theatre. The plays produced and the players who appear on the Great White Way are subjects of interest in every part of the country.

Felix Orman is writing a weekly letter reviewing the plays offered during the New York season. Only those plays and players that will be of interest to newspaper readers throughout the country will be considered. As a special newspaper feature, this weekly theatrical letter will be of large value.

This service will be extended to a limited number of newspapers in scattered sections of the United States and Canada. For particulars address FELIX ORMAN, 37 Madison Avenue, New York

NO doubt you are anxious to obtain your share of Poster Stamp work. The only way to make good in this line is to use "NON-CURLING" GUMMED PAPER for all classes of stamps. It costs very little more than the ordinary, and in printing it saves money.

Samuel Jones & Co.

Gummed Paper Makers

Bridewell Place ∵ London, Eng.

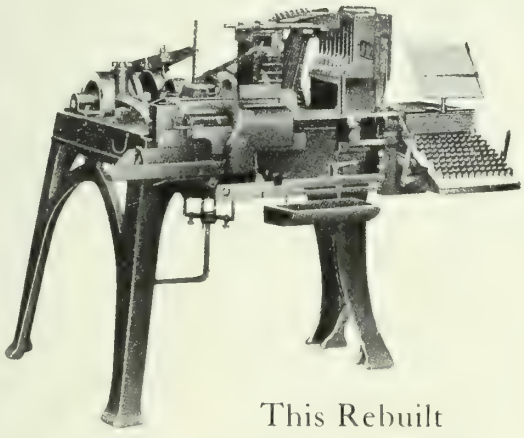
TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED
111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process for Reproducing Electrotypes from Halftones.

Our work and rapidity of service unequalled. Out-of-town customers will please note.



TRAYTON BLABER, Manager



This Rebuilt

MONOLINE FOR QUICK SALE

This excellent, second-hand, rebuilt monoline, illustrated above, sets up to 21 ems. It is a splendid buy for anyone interested in a good machine at a low price.

WRITE BOX 511,

PRINTER & PUBLISHER

Equipment For Sale

One oak cabinet of 40 cases. Each case is equipped with rests, so that it may be drawn the full length from cabinet and remain suspended.

This cabinet is comparatively new, and may be bought at a right price, owing to owner making changes in equipment.

Box 509

c/o Printer & Publisher

143 University Avenue, Toronto, Ont.

New Buildings and Equipment Installations

IN pursuance of its custom, PRINTER AND PUBLISHER will devote much space in its forthcoming February issue to what has been done in the past year in the matter of New Buildings, improvements to buildings, and improved equipment for printers and publishers.

PRINTERS and Publishers are asked to send full particulars, and photographs, if possible, of improvements to their plants.

Also, the makers of printing machinery and other forms of equipment, who have supplied Canadian printers and publishers with their products or service, are invited to provide PRINTER AND PUBLISHER with ample particulars and helpful illustrations.

THE purpose of recording annually in PRINTER AND PUBLISHER the advance made in the direction of new or improved buildings, facilities or equipment is threefold: (1) to give such a record for its news value. (2) to push higher the standard of aims and achievements; and (3) to encourage others to improve their plants.

IT will greatly facilitate matters if those to whom this announcement and invitation are of interest and pertinency will send the material desired without delay.

Address correspondence as follows:

The Editor,
Printer and Publisher,
143 University Ave.,
Toronto.

PRINTER & PUBLISHER

has applied for membership in the

Audit Bureau of Circulations

A detailed statement of circulation will be sent to all applicants just as soon as ready, which, it is hoped, will be about the first of the New Year.

Printer and Publisher is Canada's one medium serving Printers and Publishers.

If you sell anything used by the printers and publishers of Canada, the call to use Printer and Publisher is clear and imperative.

Rates and other particulars on application.

Printer & Publisher
143 University Ave., Toronto, Ont.